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Advertising Age

50 YEARS 1930-1980

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Rubinstein owners map one-year turnaround

By PAT SLOAN

NEW YORK—Alvin Burack and his partner Willfam Weiss have given themselves approximately one year to return Helena Rubinstein, the former Colgate-Palmolive subsidiary, to the break-even point from an approximate $22,000,000 pre-tax loss in 1979.

No one knows better that the clock is ticking than Mr. Burack. Faced with payments to Colgate and responsibility for domestic debt within the year (see box on Page 88), Mr. Burack, in an effort to save over $3,000,000, has just done away with 100 jobs in the domestic division of Rubinstein.

Mr. Burack, president-chief operating officer at Rubinstein, and Mr. Weiss, secretary-treasurer, also have started reviewing several other domestic areas where it is thought better cost efficiencies can be achieved.

• As previously announced, a creative agency review is being conducted following the dismissal of Kenyon & Eckhardt (AA, July 14). Additionally, media may be assigned to a media buying specialist. Thus far, Mr. Burack has talked with several media companies, including David Geller & Associates.

• Leo Yarfitz, former corporate officer and vp-commercial services division, Crocker National Bank, will join Rubinstein next month as chief financial officer.

• The status of Rubinstein's East Hill, N.Y., plant also is being studied to see if the facility should remain open, be closed or partially leased out. According to industry sources, the 300,000-sq.-ft. plant has nearly twice the space required by Rubinstein. And the plant's hourly wage rates, although competitive for the area, are much higher than those paid nationwide by the industry.

Mr. Burack has stated that no further personnel cuts are planned and that Fred Purches, vp-Europe, will remain. As for Stan Kohlenberg, who recently departed as vp-U.S. operations to start his own consulting company, sources said his exit stemmed from the fact that he originally had joined Rubinstein as a consultant for William Catacosinos, who also was bidding on Rubinstein. Colgate, anxious for a deal, had strung the Catacosinos offer along to the bitter end as a backup.

Mr. Burack termed totally untrue the rumor that he intends to consolidate department and chain drugstore sales forces. At the same time, he reiterated his intent to

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Dailey spells out Reagan fight plan

By JACQUES NEHER

DETROIT—Ronald Reagan's top adman is banking on victory in November with a double-barreled ad campaign that spells out the "urgency" in retiring Jimmy Carter from the presidency, while telling the "untold story" of Mr. Reagan's tenure as governor of California.

And while the politics of the post-Labor Day blitz will hold to the conservative line, Campaign '80 chairman Peter Dailey plans a liberal—if not radical—media strategy that will employ national cable tv for the first time in the history of political advertising.

While party leaders spent the week crooning about the "disasters" of the Carter administration before a national tv audience, 1,994 delegates and 8,000 frenzied reporters, Mr. Dailey was "going bananas" behind the scenes at the Oz-like Renaissance Center, putting the final touches to the makeshift agency that will attempt this fall to sell American voters on Mr. Reagan and his running mate, George Bush.

PETER DAILEY

"We've got two stories to tell," said the head of Dailey & Associates, Los Angeles. One of those stories, he said, will "convey a sense of urgency in getting Carter out," a theme well established in the convention by the myriad speakers who warned of certain catastrophe for the nation if Mr. Carter is allowed another term.

Mr. Dailey would not offer any specifics as to how loud the gloom and doom alarm would sound, but one longtime Reagan watcher pre-

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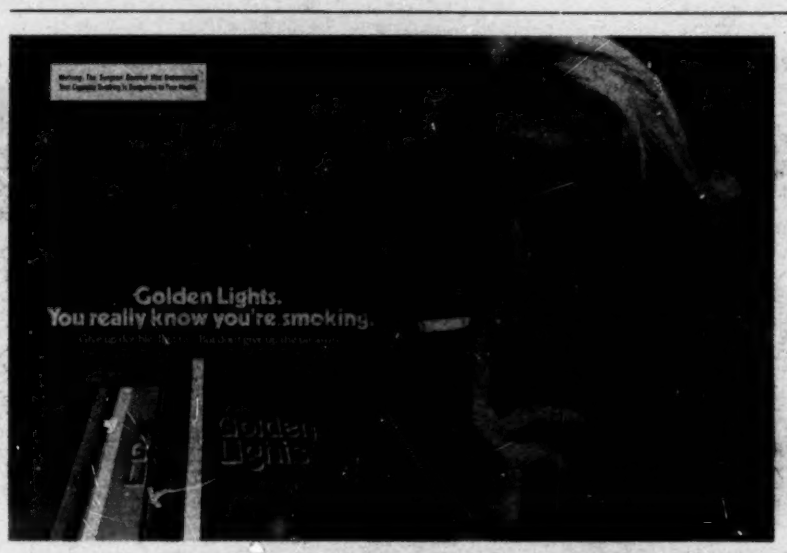

Golden touchup

Loews Corp.'s Lorillard division, New York, has revamped advertising for its Golden Lights brand to emphasize flavor and taste with the theme, "You really know you're smoking." The new campaign, running nationally in newspapers and beginning in consumer publications next month, replaces Lorillard's comparative ad strategy. Foote, Cone & Belding handles.

Hampel to head WRG/Chicago

By JENNIFER ALTER

CHICAGO—Ending months of personal and industry speculation, Benton & Bowles' former creative chief Al Hampel has teamed up with Mary Wells Lawrence and set his sights on Chicago, where he has been charged with establishing a major presence for Wells, Rich, Greene.

Mr. Hampel, who left B&B—as exec vp-director of creative services worldwide—over "management differences" last fall (AA, Nov. 5), will join WRG/Chicago as president Sept. 2. Mr. Hampel said he will spend a number of months operating out of New York, familiarizing himself with the agency and laying the groundwork for parlaying WRG's 23-person Midas Muffler service office into a strong Chicago institution.

Wells, Rich, Greene originally made clear its intentions to move into this market when it sent senior vp-managing director Larry Singer here last February. Mr. Singer, who has now been elevated to exec vp, has developed full media and account departments for the Midas business, though creative has remained in New York.

Mr. Hampel's decision to take the job has expedited the agency's plans for mobilization in Chicago. "It's something that would have happened eventually, but we really felt there was an opportunity with Al to make something great," WRG vice-chairman Charles Moss said.

It is expected that the Midas creative work and some business from other Midwest clients, such as Miles Laboratories and Procter & Gamble, could eventually be handled in Chicago. However, Mr. Moss said, that subject is currently only a source of speculation and would depend entirely on client approval.

Specific plans for the office have not and will not be formulated for some time. Mr. Hampel said he will not solicit new business until the office is fully functional, and that at that time he will focus on midwestern companies. Staff size, office location and a timetable of events are all yet to be determined, though six months was mentioned by Mr. Moss as a reasonable estimate.

Wells, Rich, Greene is running somewhat behind other New York agencies which have recently begun to build their Chicago operations.

Young & Rubicam, which officially opened here in June, 1979, has doubled its staff to 80, spruced up its ranks with several major ad-

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Syndie update

What's hot where? Nielsen ratings showing which syndicated tv programs are doing well in each of the top 25 markets are analyzed starting on Page 3. "M*A*S*H," the "Muppet Show" and "Family Feud" looked strong in these May sweeps as did "PM Magazine" and "Donahue." An analysis of markets 26 to 50 will run next week.

last minute news

L&M drops JWT, NCK, Della Femina

DURHAM, N.C.—Liggett & Myers Tobacco Co., its market share continuing to decline, has ended its relationship with J. Walter Thompson Co., Della Femina, Travisano & Partners and Norman, Craig & Kummel, its major agencies, a source confirmed. The marketer of Lark, Chesterfield, Eve, L&M and Decade has been cutting ad spending over the last year. Liggett continues to use Promotion Development Corp., Westport, Conn., for limited promotional efforts. Ad spending in 1979 for all brands was about $10,000,000.

Premiere cable net talking to six agencies

LOS ANGELES—Premiere, the new pay cable network from Getty Oil and four major movie studios, is in talks with D'Arcy, DDB, Evans/Wienberg, Needham, JWT and C&W for its estimated $4,000,000 account (AA, June 23). Premiere ceo Burt Harris said he's looking at agencies of all sizes with strong creative in Los Angeles for the heavy print and possible on-air promotion assignment, expected to be made in 30 days. A trade campaign to net cable operators as affiliates will precede the consumer ad push.

(Continued on Page 8)

NEWSPAPER
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R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

ROBERT HUNT

'News' goal to out-New York its competition

HENRY WURZER

By LEAH ROZEN

NEW YORK—The *New York Daily News'* top 11 executives get together every Tuesday at lunchtime and dish the dirt. It was over such Tuesday lunches and many other meetings during the past nine months that the new *Daily News*, set to appear sometime this fall, was cooked up.

Four of the proud chefs, president-publisher Robert Hunt; exec vp-director of sales Henry (Buzz) Wurzer; exec vp-general manager Joe Barletta, and exec vp-editor Michael O'Neill, sat in Mr. Hunt's large office last week and discussed the paper's fresh strategy for attracting more readers and advertisers.

Mr. Hunt and his fellow executives said the paper has decided to concentrate on the New York market, out-New Yorking the other papers, if you will.

Photos by Andrew Popper.

"The role of this paper in this market is to serve the city of New York," said Mr. Hunt. "We're heading in a direction we think is correct. We're going to be a very competitive force in this town," he warned.

▪ Essentially, the *News'* new competitive strategy is designed to do what every newspaper wants to do: Attract more readers who will buy the paper daily and more advertisers (especially from Bloomingdales, Sak's Fifth Avenue, Lord & Taylor and the rest of that toney crowd to whom the *News* previously has never held much appeal).

When the *News* appears on the newsstands this fall, it will feature a more contemporary graphics look, five new life style sections, a daily Manhattan section and an afternoon edition. These changes involve an investment of $15,000,000 to $20,000,000 over the next 18 months, hiring 200 to 400 new employes and the reputations and careers of the executives involved in its creation.

Mr. Hunt stressed that the $15,000,000 to $20,000,000 was all coming from the *News'* earnings, not from the privately-owned parent Tribune Co. "The *News* is performing currently at a level that makes all of us very proud," he said, dismissing rumors that the paper suffers from low profitability. "The *News* is making money."

At the same time, he shot down rumors that the *News* is now or ever was for sale. "Never! The *Daily News* is not in trouble. It was never on the block," he said. At this point, Mr. Barletta interjected that prior to Mr. Hunt's arrival in New York last June from the Chicago headquarters of the Tribune Co., a major conglomerate had approached him with "feelers" about buying the *News* "that were so out of left field that nobody even wanted to respond."

With the question of the *News'* financial health out of the way, Mr. Hunt went on to acknowledge and discuss the paper's circulation woes. "That's a problem," he said. "You're damn right it bothers me."

The paper has been losing circulation steadily for most of the past decade, and is now down to 1,554,604 daily and 2,202,610 on Sundays. These numbers still make it the largest selling paper in the city (the rival *New York Times* has 914,938 daily and 1,477,499 Sundays, and the *New York Post* has 654,314 daily), but are an embarrassingly shrunken base compared with the 2,000,000-plus daily circulation of the *News* in the 1960s and early '70s.

▪ The *News'* executives took a hard look at these figures and had market researcher Ruth Clark of Yankelovich, Skelly & White do some studies. According to Mr. Hunt and Mr. Wurzer, the declines are deceptive. Here's why: "The

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Will Renault USA wed Intermarco N.Y.?

By JOHN J. O'CONNOR and CAROLYN PFAFF

NEW YORK—Would Intermarco Advertising, a new agency formed by ex-Marsteller Inc. president Ramon G. Gaulke and Intermarco-Farner, like to have the $7,000,000 Renault car account in the U.S.? The answer is a resounding oui, oui, oui.

But Mr. Gaulke, whose former agency now has the French car account, insists that Intermarco Advertising was not set up here with that goal chiefly in mind.

▪ "This is not a political game," chimed in Gerard Pedraglio, executive vice-chairman of Intermarco-Farner, the international agency network owned by the French-based Publicis group that handles Renault in 11 European countries.

Those comments were reaffirmed in an interview in Paris with Publicis' founding father. Marcel Bleustein-Blanche, who told ADVERTISING AGE, "I want to emphasize we are not out to steal away clients. In 50 years of advertising I have never had that reputation and I will not start now. We are going to New York very softly *sur les pattes de velours* [on velvet paws]."

Mr. Pedraglio made it clear that any approach to American Motors (Renault's U.S. distributor since 1978) or Renault USA would be made on the basis that Intermarco Advertising "has something to offer."

That something, Mr. Gaulke noted, is the wealth of experience Intermarco-Farner has gained in representing Renault and its demonstrated ability to develop advertising concepts that are international in scope. And now that Intermarco has arrived, Mr. Pedraglio said efforts will be made to meet execs at both American Motors and Renault USA for the first time.

▪ Those American execs won't be the only ones with whom Intermarco plans to discuss business. According to Mr. Bleustein-Blanche: "We have some 12 clients who may be interested in making the move with us. At the moment we have spoken to them, but you cannot sell an agency which has not yet proved itself."

The obvious clients outside Renault would be L'Oreal (a recent convert), Air France and Boursin cheese. Intermarco-Farner, which last year billed $478,817,600 from its 15-agency network, holds down N.V. Philips, Nestle and, of course, Renault.

Mr. Gaulke, a young-looking 46, indeed envisions Intermarco Advertising—in which he has a 50% interest and the title of president—tapping those overseas creative resources and adapting them to the American market. Interestingly enough, that adapting may very well be what Marsteller plans to do in Mr. Gaulke's absence. The Y&R subsidiary has named Louis A. Magnani, formerly in charge of Marsteller's European operations in Brussels, to succeed Mr. Gaulke. Mr. Magnani more recently has been vp-general manager of Marsteller in New York.

"I am giving Ramon Gaulke carte blanche," says Mr. Bleustein-Blanche. "If we fail, then we will close the door and nothing will be lost. If it costs us $1,000,000 or $3,000,000, that is of no importance. What counts is that Intermarco has an American base. Big French companies are going abroad in a way they never did before. We cannot serve them nor claim to be an international network without a New York base."

▪ The reason why Publicis/Intermarco-Farner opted not to buy into an existing agency was an analysis of the disastrous takeover of Kelly, Nason by the rival French group, Univas. Buying an agency doesn't mean that the clients will stay on afterwards, Mr. Bleustein-

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highlights

Monday, July 21, 1980

Quartz heaters warmed up the housewares show. But will they last as a trend? *See Page 4.*

Computer and cable technologies and their applications for local newspaper markets were the focus of the summer International Newspaper Advertising Executives conference in Boston last week. *See Page 4.*

American Isuzu Motors will drive into the U.S. market following signs from the Della Femina shop. *See Page 6.*

U.S. Pioneer Electronics says it's pleased with four-market sales of its videodisc and offers a bullish forecast for 1981, while dismissing RCA's promised threat. *See Page 10.*

Renewed competition in the women's shaving market has centered around styling and innovation. *See Page 12.*

G. D. Searle's Equal sweetener could be on shelves within 18 weeks of FDA approval, with an ad campaign close behind. *See Page 24.*

The National Advertising Division resolved 13 challenges to national advertising last month. *See Page 33.*

With the acquisition of 45% of the Berlin shop, Uniconsult, Foote, Cone & Belding has assured itself one of the juiciest pr accounts in Germany, the $1,000,000 City of Berlin budget, plus its advertising business worth $10,000,000. *See Page 46.*

German ad trade is buzzing with the exodus of the Spalt Tabletten (aspirin) account (worth $3,500,000) of Prof. Much AG, a subsidiary of Whitehall Laboratories division of American Home Products, from Benton & Bowles, Frankfurt. *See Page 48.*

Ron Hoff takes a look at resort conventions—who goes, who speaks and how to enjoy the convention. *See Page 49.*

William D. Tyler reviews 10 ads for July—from the Volkswagen Rabbit to General Foods' Dream Whip. *See Page 52.*

The 5-year-old Advertising To Women believes that to sell women you've got to be one. *See Page 65.*

ANPA is pressing legislative proposals on Congress to bar AT&T from controlling electronic "newspapers" of the future. *See Page 80.*

Marketing strategies for the '80s will be outlined at ADVERTISING AGE Week. *See Page 82.*

The new Subscription Television Assn. predicts a billion-dollar-a-year future without advertising sales. *See Page 83.*

Hopping on a bicycle built for two is Ogilvy & Mather—the shop just landed the $1,750,000 Schwinn bicycle account. *See Page 87.*

Tortillas are the latest popular food with a taste for a more permanent spot in America's diet. *See Page 90.*

Section 2

What's in the stars for commercials production? Computers are having special effects on art and animation; regional houses are packing more clout; celebrities and look-alikes are valued; the ultimate cost-cutting methods are still to be found; the importance of post-production is still to be recognized. These subjects and more are covered in this week's Section 2/Commercials Production, starting opposite Page 48.

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Purina sets $25 million for Hero

ST. LOUIS—Ralston Purina Co. says it will spend more than $25,000,000 in advertising and promotion for the national launch of Hero dry dog food, due to hit shelves next month, with much of that support in media.

The network and spot tv schedule begins the third week of September, with color page ads first appearing in October women's magazines. Newspaper ads (in supplements and inserts) and other couponing will be used.

▪ The rollout of Hero, testing since late last year, was recently reported as imminent by industry sources (AA, June 9). It follows by just weeks the introduction of Purina's Homestyle Blend, which rounded out the company's three-item Blend dry line, and by just months the launch of Mainstay dry (also budgeted at about $25,000,000).

"They [RP] told us last fall we'd get a new product every two months," a top chain merchan-

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Variety spices top 25 syndie market sweeps

By MAURINE CHRISTOPHER

NEW YORK—A mixture of offnet sitcoms, magazine shows, games, music and Muppets took the homes rating honors in syndication in the largest population centers as measured in the Nielsen May sweeps.

When ranked in top tens in the 25 top markets, the local picture that emerged varied across the country, with a range of suppliers represented on the lists. However, such old favorites as "M*A*S*H," the "Muppet Show" and "Family Feud" muscled into most of the winning circles.

The lists covering May 1 to 28 tune-in were put together for ADVERTISING AGE by a broadcast researcher to dramatize the competitive patterns locally and to see how specific shows and distributors are faring in the markets where their products demand the highest rights fees and where advertisers pay the biggest prices to buy into syndie shows. Markets 26 to 50 will be covered later.

This analysis took a strictly arithmetic approach to the local battles being waged in order to reach peak audiences of the sort needed to entice sponsors. At stake for telecasters in such compilations: To get more of the $3.255 billion spot dollars that are expected to flow into tv this year.

The Nielsen and Arbitron syndication reports now are being studied in detail by reps, telecasters and agency execs. They evaluate the ratings in line with the local factors involved—competition, time periods, lead-ins and geographical differences in life styles.

AD AGE's top tens again spotlighted the strength of 20th Century-Fox' "M*A*S*H," which continues to look like one of the biggest station bargains ever in light of what telecasters reportedly paid for it and the mileage they are getting out the long-running hit.

Complete list of the top Nielsen-rated syndicated fare in the 25 largest markets appears on Pages 60 and 62.

The wartime comedy, which played repeats locally while continuing as a popular first-run show on CBS-TV placed in the first ten for designated market area household ratings averages in every market except Sacramento and Atlanta. It did not run in syndication in the latter city and was close to the leaders in the former.

"M*A*S*H" emerged as a sturdy workhorse with the stamina to take stripping twice a day without weakening in the Nielsens. It played twice Monday through Friday and placed twice in the top ten in Philadelphia, Boston, Dallas, Minneapolis and St. Louis. In Denver, KBTV ran Hot Lips and her associates twice on weekdays and carried them Saturday afternoon as well. All three made the top ten.

This record is particularly notable in view of the relatively modest per-episode prices stations are believed to have paid for this Fox title. These range from $4,500 in Washington and Detroit to $9,500 in Chicago and $13,000 in New York. By contrast, Washington is said to have handed out $18,500 for "All in the Family" and New York, $54,500 for "Laverne & Shirley."

Station prices for "M*A*S*H" are in striking contrast to the figures now being bandied about in the trade as the "Muppet Show," another standout in this 25-city analysis, goes into strip syndication reruns after several years as a series.

ITC Entertainment opened the market in New York where WCBS-

(Continued on Page 59)

The Muppets welcome Loretta Swit to their show. The ITC-distributed weekly comedy was a standout in the May sweeps home ratings, placing in the top ten Nielsens in 22 of the top 25 markets. The show is already on sale to stations for Monday-through-Friday scheduling starting in the fall of 1981.

Dollars flow for Bic Roller effort

On the ball

Bic Pen Corp. will use this 30-second spot for its new Bic Roller pen in a national campaign to begin January, 1981. Promotional efforts will begin in September.

By SAM HARPER

NEW YORK—On the strength of its upcoming advertising effort, Bic Pen Corp. not only plans to gain a dominant share of the burgeoning rolling ball pen segment but also will try to muscle consumers out of the porous pen market where archrival Gillette Co. dominates.

The Milford, Conn.-based marketer of shavers, lighters and pens will spend $11,000,000 in 1981 on its new, disposable 98-cent Bic Roller, the largest campaign ever for a writing instrument (AA, July 14). If all goes according to the game plan of Bic president Robert Adler, Bic will dominate the burgeoning rolling ball segment by September, 1981.

While Bic will be aiming at taking shares from rolling ball segment leader Pentel of America, Torrance, Cal., it also will attempt to reduce Gillette Co.'s Paper-Mate division's dominant 35% share of the $170,000,000-plus porous pen market.

Boston-based Paper-Mate also has an entry in the rolling ball segment with its Quicksilver unit, but Bic apparently does not consider it a major obstacle in its pursuit of market share.

▪ "It is unfair to compare our new entry and Quicksilver," Mr. Adler said. "They are not a dominant factor in the rolling ball segment." Later, he remarked during a press conference that his company had changed the color of its entry to tan because consumers might "mistake the Bic Roller with the silver pen, which is of very poor quality."

The Bic Roller was introduced nationally in Canada in October, 1979, where it has since become the leading ball roller. Obviously, Bic is hoping the product will do as well in the U.S. where the domestic market showed successive gains of 40% and 61% in 1978 and 1979, according to the Writing Instruments Manufacturers Assn. At about 90,000,000 units, the roller ball market is the fastest growing writing instrument segment in a 2.9 billion-unit industry.

"We considered Canada our test market," Mr. Adler said, "and we think we can do just as well here." He added that the new unit had been designed with the Pentel in mind and that it had been tested for 4½ years before introduction. "We've come into markets late before," Mr. Adler said, referring to the company's foray into the lighter and shaver categories. "And we've done well." This time should be no exception.

The Bic Roller campaign, created by Wells, Rich, Greene, is virtually the same as its Canadian counterpart. The theme, "Go with the flow," is underscored by an emphasis on the pen's tip, which, according to the spots, "won't turn to mush no matter how hard you push."

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Grant firing perils Talbot's pan-Europe net

By CAROLYN PFAFF and ELSPETH DURIE

PARIS—The $5,000,000-plus Talbot account went up for grabs in London last week with the firing of Young & Rubicam unit Grant Advertising, turning the spotlight on one of the more coveted pan-European automobile accounts, today worth $30,000,000 and currently coordinated by Y&R.

But more than just a local development, the lost account took on the flavor of the for-want-of-a-nail-the-kingdom-was-lost adage with talk of Talbot (formerly Chrysler-Talbot) tiring of the whole pan-European concept of coordination and Talbot disenchantment with Y&R's over-all performance.

Even though Talbot, which was bought by Peugeot-Citroen in August, 1978, has seen sales halved in the last year from 6% to 3% share of the European market, the healthy state of the new French owners' balance sheet on the Peugeot-Citroen ledger side at least makes Talbot a worthwhile risk.

The trouble this week in London stems from an unusual advertising setup, contracted by the former American owners of Chrysler and inherited by the French. In the mid-'70s when it was decided to coordinate the account, Y&R was prevailed upon by Chrysler to buy a small agency in Britain, Grant, whose only important budget at the time was the big Detroit car maker.

That gave Y&R two London shops; ironically, Y&R's main London unit now has been asked to bid on the account handled by its other shop (Grant), along with D'Arcy-MacManus & Masius, Allen, Brady & Marsh and Cogent Elliott.

The fact that the account was not automatically shifted over to the big Y&R London shop seems significant. Good manners would indicate that the Europewide coordinating agency be given first nod. But obviously George Turnbull, former head of British Leyland and now top man at Talbot in Britain, is not quite sold on the French connection and over-all ad direction *does* emanate from Paris.

▪ Moreover, rumors have been circulating in Paris for some time that all is not well between Talbot and Y&R. At the time of the Talbot name change, French sales director Dominique Bachelet told ADVERTISING AGE, "We decided to go with Y&R because they are an international agency and because advertising is not of fundamental importance to us."

This disregard of advertising may explain why Talbot turned a deaf ear to the big French Univas group, which has no car account but is known to be perpetually pitching for one. Univas is continuing to try to play the chauvinist card and convince Peugeot-Citroen to change.

French president of Y&R, Jean-Claude Boulet, does not exactly deny that the account is in trouble. "Every account is shaky," he said. "And any trick is worth trying to get Talbot from us."

It is no secret that Y&R as well as Talbot have been through terrible growing pains on the account. As long as the Americans owned Chrysler-Europe, Y&R Paris functioned as an international agency staffed with a number of Americans and Europeans. But in the last year, control of the account has been taken firmly in hand by Jean-Claude Boulet and Pierre Lecosse in Paris at the expense of the international element.

First to leave the coordinating team was senior American art director Joe Poulhy. Then Mike Forster, a trilingual German head of international client services with specific emphasis on Talbot in Paris, asked to return to Y&R Frankfurt. Even the French creative director, Michel Persitz, moved on.

The low morale at Y&R may have had a lot to do with the client. Mr.

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Syndie top 25 markets

(Continued from Page 3)

TV will pay $62,500 to $65,000 per episode for 14 runs, depending on who you talk to. KTTV, Los Angeles, reportedly will spend several thousands more than that to air Miss Piggy and her friends on a five-a-week basis starting in the fall of 1981. This same station is said to have gotten "M*A*S*H" for $17,000.

The May books are filled with data that should provide good ammunition for ITC exec vp Pierre Weis and his sales force. As a weekly attraction, Jim Henson's Muppets rated a spot on the top ten in 22 of the 25 markets compiled. The Muppets were at their best—1st place—in Detroit, with a 16 rating on WDIV, and in Chicago on WBBM-TV with a 14.

Still another program faring exceptionally well in this study was Viacom's "Family Feud," This show is going the local strip route for the first time this fall. As this story was written, 76 stations already had bought the Richard Dawson-hosted game for '80-'81, and the lineup was sure to expand.

As a weekly syndie telecast, it placed among the rating leaders in every top 25 market except Boston, Atlanta, Seattle, Tampa and Denver. In New York on WNBC-TV, "Family Feud" tied for second with a 10. The quiz led the dma homes rating list in Philadelphia for WPVI-TV, in Houston for KTRK-TV and in St. Louis for KMOX-TV.

Not all the shows on the top tens were cross-tabbed in this fashion, but among others put to that test and looking good were Group W's magazines, Colbert's, "Tic Tac Dough" and Viacom's "All in the Family."

Now moving toward the 100 station mark for fall, Group W's vidmags were first in Pittsburgh, Minneapolis, Balitmore, Indianapolis, Hartford and San Diego, and in a three-way tie for the lead in Dallas. The strip took second honors in Houston, San Francisco, Boston, Washington and Denver. "PM Magazine" was not playing in America's three biggest cities last May, but had been set for summertime debuts in all three.

The best city for Archie-and-the-family reruns was New York, where WNEW-TV offered the comedy twice a day, six days a week and placed first and fifth on the list. The bigger score came during the access half hour—all 11 rating.

These rankings also can be considered for what they are not intended to cover. They do not, for example, reflect the potency of Multimedia's best-seller, "Donahue." That titillating, mostly morning program requires a broader tabulation covering its 200-plus station lineup. Such an analysis also would need to touch on its strength as a morning lead-in.

Even so, Mr. Donahue, handicapped by being ranked against programs aired when there are more people available to watch, turned up on the top tens in four cities—Philadelphia, Minneapolis, Miami and Baltimore.

To top off this set of figures, our researcher put together a score card ranking the suppliers in terms of the number of positions carried on those top ten lists. The leaders, by his count: Viacom, 48; 20th Century-Fox, 41; Colbert, 25; ITC, 23; Group W, 21; Sandy Frank Productions, 11; Don Fedderson Productions, 10; Victory TV, 10; Metromedia, 9, and Tandem, 9. #

Richard Dawson puts contestants through their paces as host of Viacom's highly successful "Family Feud" syndication series. A leader in the May sweeps, it will be stripped for fall.

Ad Council officers set

NEW YORK—Barton Cummings, chairman of Compton Advertising, has been reelected chairman of the Advertising Council.

Elected new directors at large were Harry Gross, president of Gannett Outdoor Advertising; Garland K. Ingraham, vp-retail sales of Sears, Roebuck & Co.; Richard R. McLoughlin, publisher of *Reader's Digest;* Sanford Buchsbaum, senior exec vp-advertising of Revlon Inc.; Paul McPherson, president of McGraw-Hill Publications; Stuart Upson, chairman of Dancer Fitzgerald Sample, and Carlo Vittorini, president of Parade Publications.

Constituent directors are Lois Wyse, president of Wyse Advertising, and Charles Peebler, chairman-president of Bozell & Jacobs.

Honorary chairmen: John P. Kelley, vp-advertising of Goodyear Tire & Rubber Co.; Thomas Adams, chairman of Campbell-Ewald Co., and Gibson McCabe, retired president of Newsweek Inc.

James Fish, retired General Mills executive, was elected honorary director of the Ad Council.

John Elliott Jr., chairman of Ogilvy & Mather, and Patricia Carbine, vp-publisher of *Ms.*, were reelected vice-chairmen. #

Fischer changes name

Fischer & Kraker Associates, New York, management consultants, has changed its name to Fischer Kraker LeFever in recognition of its new president, Robert H. LeFever. Mr. LeFever, onetime chief operations officer of J.M. Korn & Son ad agency and most recently head of his own management consulting business in Philadelphia, succeeds Frederick S. Fischer, who becomes a consultant.

THE UNDERSTATEMENT OF THE YEAR.

To err is human. To forgive is divine. To correct is good business.

The 1979 Survey of Buying Power understated the Baltimore SMSA's Total Retail Sales by over 13%.*

Now the 1980 numbers are available – and correct. But they're only half the story. And that's no overstatement.

Write us for your copy of "Baltimore: America's Best-Kept Secret." Steven Engles, General Sales Manager, WJZ-TV, Television Hill, Baltimore, Maryland 21211.

WJZ-TV 13 GROUP W abc

Represented Nationally by TvAR

*Details upon request.

Top Nielsen-rated syndicated fare—25 markets (May sweeps)

Rank	Show	Station	Time	Supplier	DMA Rating
		NEW YORK (1)			
1.	All in the Family	WNEW-TV	7:30-8 M-Sa	Viacom	11
2.	Family Feud	WNBC-TV	7:30-8 M&W	Viacom	10
2.	Muppet Show	WCBS-TV	7:30-8 M	ITC	10
2.	Match Game	WABC-TV	7:30-8 T&T	Victory TV	10
5.	All in the Family	WNEW-TV	7-7:30 M-Sa	Viacom	9
6.	M*A*S*H	WNEW-TV	11-11:30 M-Sa	20th Century-Fox	8
6.	Welcome Back Kotter	WNEW-TV	6:30-7 M-F	Warner Bros	8
6.	In Search Of	WCBS-TV	7:30-8 Th	Bristol-Myers	8
6.	Name That Tune	WABC-TV	7:30-8 F	Sandy Frank	8
6.	Little Rascals	WNEW-TV	10-10:30 a.m. Su	King World	8
		LOS ANGELES (2)			
1.	Horowitz-Byline	KNBC	7:30-8 M	Carbie Productions	11
1.	In Search Of	KNBC	7:30-8 Th	Bristol-Myers	11
1.	Hollywood Squares	KABC-TV	7:30-8 W&F	Filmways	11
4.	Muppet Show	KNXT	7:30-8 M&W	ITC	10
4.	M*A*S*H	KTTV	7-7:30 M-F	Fox	10
4.	Happy Days Again	KTLA	7-7:30 M-F	Paramount	10
4.	Guinness Game	KNBC	7:30-8 W	Fox	10
8.	All in the Family	KTTV	7:30-8 M-F	Viacom	9
8.	Name That Tune	KABC-TV	7:30-8 Tu	Sandy Frank	9
8.	Match Game PM	KABC-TV	7:30-8 Th	Victory	9
8.	Family Feud	KNBC	7:30-8 F&Sa	Viacom	9
		CHICAGO (3)			
1.	Muppet Show	WBBM-TV	6:30-7 Sa	ITC	14
2.	$1.98 Beauty Show	WMAQ-TV	6:30-7 W	Chuck Barris	14
3.	Family Feud	WMAQ-TV	6:30-7 M & Tu	Viacom	13
4.	Hollywood Squares	WLS-TV	10:30-11 Su	Filmways	12
5.	Prisoner: Cell Block H	WGN-TV	11:15-11:45 F	Firestone	11
5.	Price Is Right	WMAQ-TV	6:30-7 Th	Viacom	11
7.	Welcome Back, Kotter	WGN-TV	6:30-7 M-F	Warner	10
7.	Carol Burnett & Friends	WGN-TV	6:30-7 M-F	Silverbach-Lazarus	10
7.	Name That Tune	WMAQ-TV	6:30-7 F	Sandy Frank	10
10.	McHale's Navy	WGN-TV	5:30-6 Sa	MCA	9
10.	M*A*S*H	WFLD	10-10:30 M-F	Fox	9
10.	Dance Fever	WMAQ-TV	6:30-7 Sa	Fox	9
10.	Mary Tyler Moore	WMAQ-TV	4-4:30 M-F	Viacom	9
		PHILADELPHIA (4)			
1.	Family Feud	WPVI-TV	7:30-8 M&F	Viacom	16
2.	Tic Tac Dough	WPVI-TV	7-7:30 M-F	Colbert	15
3.	Hollywood Squares	WPVI-TV	7:30-8 T&Th	Filmways	13
3.	Price Is Right	WPVI-TV	7:30-8 W	Viacom	13
5.	Muppet Show	WCAU-TV	7:30-8 Th	ITC	12
6.	Donahue	WPVI-TV	9-10 a.m. M-F	Multimedia	11
7.	Dance Fever	WCAU-TV	7:30-8 Tu	Fox	10
8.	M*A*S*H	WTAF-TV	7:30-8 M-F	Fox	9
8.	M*A*S*H	WTAF-TV	7-7:30 M-F	Fox	9
8.	Joker's Wild	WTAF-TV	6:30-7 M-F	Colbert	9
		SAN FRANCISCO-OAKLAND (5)			
1.	M*A*S*H	KTVU	7-7:30 M-F	Fox	17
2.	Evening Magazine	KPIX	7:30-8 M-F	Group W	14
3.	Family Feud PM	KGO-TV	7:30-8 T&Th	Viacom	11
4.	Star Trek	KTVU	6-6:30 M-F	Paramount	10
4.	Odd Couple	KTVU	7:30-8 5 days	Paramount	10
4.	Muppet Show	KRON-TV	6-6:30 Su	ITC	10
6.	Bob Newhart	KRON-TV	5:30-6 M-F	Viacom	9
6.	Name That Tune	KGO-TV	7:30-8 M	Sandy Frank	9
6.	That's Hollywood	KGO-TV	6:30-7 Su	Fox	9
9.	Tic Tac Dough	KRON-TV	7:30-8 M-F	Colbert	8
9.	Hollywood Squares	KGO-TV	7:30-8 M&F	Filmways	8
9.	Mary Tyler Moore	KRON-TV	5-5:30 M-F	Viacom	8
		BOSTON (6)			
1.	Lawrence Welk	WCVB-TV	7-8 Sa	Fedderson	14
2.	Evening Magazine	WBZ-TV	7:30-8 M-F	Group W	13
3.	Muppet Show	WCVB-TV	7:30-8 Tu	ITC	11
4.	M*A*S*H	WSBK-TV	7-7:30 M-F	Fox	10
5.	Newlywed Game	WNAC-TV	7:30-8 M-F	Worldvision	9
5.	All in the Family	WCVB-TV	5:30-6 M-F	Viacom	9
7.	Dance Fever	WNAC-TV	7-7:30 Sa	Fox	8
8.	M*A*S*H	WSBK-TV	6-6:30 M-F	Fox	7
8.	Match Game	WBZ-TV	5-5:30 M-F	Victory	7
8.	Carol Burnett & Friends	WCVB-TV	5-5:30 M-F	Silverbach-Lazarus	7

Rank	Show	Station	Time	Supplier	DMA Rating
		DETROIT (7)			
1.	Muppet Show	WDIV	7-7:30 Sa	ITC	16
2.	M*A*S*H Hour	WKBD-TV	7-8 M-Sa	Fox	14
3.	Joker's Wild	WDIV	7:30-8 M-F	Colbert	13
4.	P.M. Magazine	WJBK-TV	7-7:30 M-F	Group W	12
5.	All in the Family	WDIV	5:30-6 M-F	Viacom	10
5.	Family Feud	WXYZ-TV	7:30-8 W&Th	Viacom	10
5.	Sanford & Son	WKBD-TV	6:30-7 M-Sa	Tandem	10
8.	What's Happening	WDIV	5-5:30 M-F	Columbia Pictures	9
9.	Happy Days Again	WKBD-TV	6-6:30 M-F	Paramount	8
9.	Mike Douglas	WJBK-TV	4-5:30 M-F	Group W	8
9.	Bewitched	WDIV	4:30-5 M-F	Columbia	8
9.	Match Game	WXYZ-TV	7:30-8 Tu	Victory	8
9.	Tic Tac Dough	WJBK-TV	7:30-8 M-F	Colbert	8
		CLEVELAND (8)			
1.	Tic Tac Dough	WEWS	7:30-8 M-F	Colbert	16
2.	Joker's Wild	WJKW-TV	7-7:30 M-F	Colbert	14
2.	Muppet Show	WJKW-TV	7:30-8 Sa	ITC	14
2.	Sha Na Na	WKYC-TV	7-7:30 Sa	Lexington	14
5.	PM Magazine	WJKW-TV	7:30-8 M-F	Group W	12
5.	M*A*S*H	WUAB-TV	7-7:30 M-F	Fox	12
5.	Dance Fever	WKYC-TV	7:30-8 Sa	Victory	10
8.	Merv Griffin	WEWS	5-6 M-F	Metromedia	11
9.	Match Game	WEWS	7-7:30 M-F	Victory	10
10.	Joker! Joker!	WJKW-TV	7-7:30 Sa	Colbert	9
10.	Family Feud	WKYC-TV	7:30-8 M&W	Viacom	9
10.	In Search Of	WEWS	6:30-7 Su	Bristol-Myers	9
		WASHINGTON (9)			
1.	M*A*S*H	WTTG	7:30-8 M-Sa	Fox	14
2.	PM Magazine	WDVM-TV	7:30-8 M-F	Group W	11
3.	Happy Days Again	WTTG	7-7:30 M-Sa	Paramount	10
3.	Muppet Show	WJLA-TV	8-8:30 Sa	ITC	10
3.	Tic Tac Dough	WJLA-TV	7:30-8 M-F	Colbert	10
5.	Newlywed Game	WRC-TV	7-7:30 M-F	Worldvision	9
6.	Andy Griffith	WTTG	6:30-7 M-Sa	Viacom	8
6.	I Love Lucy	WTTG	6-6:30 M-Sa	Viacom	8
6.	Family Feud	WRC-TV	7:30-8 M&Th	Viacom	8
9.	Soul Train	WTTG	5-6 Sa	Media & Marketing	7
		DALLAS/FT WORTH (10)			
1.	PM Magazine	WFAA-TV	6:30-7 M-F	Group W	14
1.	Newlywed Game	KDFW-TV	6:30-7 M-F	Worldvision	14
1.	Hee Haw	KXAS-TV	6-7 Sa	Yongestreet	14
4.	Family Feud PM	KXAS-TV	6:30-7 T&Th	Viacom	13
5.	All in the Family	KDFW-TV	10:30-11 M-F	Viacom	12
6.	M*A*S*H	KXAS-TV	5-5:30 Su	Fox	11
7.	Bewitched	KTVT	6-6:30 M-F	Columbia	10
7.	Muppet Show	KXAS-TV	6:30-7 M	ITC	10
7.	M*A*S*H	KXAS-TV	4:30-5 M-Sa	Fox	10
10.	Dick Van Dyke	KTVT	5:30-6 M-F	Viacom	9
10.	I Love Lucy	KTVT	5-5:30 M-F	Viacom	9
10.	Sanford & Son	KDFW-TV	4-4:30 M-F	Tandem	9
		PITTSBURGH (11)			
1.	Evening Magazine	KDKA-TV	7:30-8 M-F	Group W	16
2.	Bowling for Dollars	WTAE-TV	7-7:30 M-F	Claster	13
3.	M*A*S*H	WTAE-TV	5-5:30 M-F	Fox	12
3.	Lawrence Welk	WIIC-TV	7-8 Sa	Fedderson	12
5.	Name That Tune	WTAE-TV	7:30-8 W	Sandy Frank	11
5.	All in the Family	WTAE-TV	5:30-6 M-F	Viacom	11
5.	Family Feud	WTAE-TV	7:30-8 M&F	Viacom	11
5.	Mike Douglas	KDKA-TV	4:30-6 M-F	Group W	11
5.	Dance Fever	WTAE-TV	7:30-8 Tu	Fox	11
10.	Brady Bunch	WTAE-TV	4:30-5 M-F	Paramount	9
10.	Newlywed Game	WIIC-TV	7:30-8 M-F	Worldvision	9
		HOUSTON (12)			
1.	Family Feud	KTRK-TV	6:30-7 M&Th	Viacom	18
2.	PM Magazine	KHOU-TV	6:30-7 M-F	Group W	15
3.	Price Is Right	KTRK-TV	6:30-7 F	Viacom	13
3.	$100,000 Name That Tune	KTRK-TV	6:30-7 W	Sandy Frank	13
5.	Hee Haw	KTRK-TV	6-7 Sa	Yongestreet	12
6.	Hollywood Squares	KTRK-TV	6:30-7 Tu	Filmways	11
7.	Good Times	KRIV-TV	5-5:30 M-F	Tandem	10
8.	M*A*S*H	KHOU-TV	4:30-5 M-F	Fox	8
8.	Sanford & Son	KRIV-TV	5:30-6 M-F	Tandem	8
8.	Face the Music	KPRC-TV	6:30-7 M-F	Sandy Frank	8
		MINNEAPOLIS (13)			
1.	PM Magazine	WCCO-TV	6:30-7 M-F	Group W	15
2.	Lawrence Welk	KMSP-TV	6-7 Sa	Fedderson	13

(Continued on Page 62)

Top Nielsen-rated syndicated fare—25 markets (May sweeps)

(Continued from Page 60)

Rank	Show	Station	Time	Supplier	DMA Rating
3.	Muppet Show	KMSP-TV	5:30-6 Sa	ITC	10
4.	Family Feud PM	WCCO-TV	6:30-7 Sa	Viacom	9
4.	Dance Fever	WSTP-TV	6:30-7 Sa	Fox	9
6.	Dick Van Dyke	KMSP-TV	5:30-6 M-F	Viacom	8
6.	Tic Tac Dough	KMSP-TV	6-6:30 M-F	Colbert	8
6.	M*A*S*H	WTCN-TV	5-5:30 M-Sa	Fox	8
6.	M*A*S*H	WTCN-TV	10:30-11 Su	Fox	8
6.	In Search Of	KMSP-TV	5-5:30 Sa	Bristol-Myers	8
6.	Family Feud PM	WCCO-TV	10:30-11 Su	Viacom	8
6.	Prisoner: Cell Block H	WSTP-TV	6:30-7 M-F	Firestone	8
6.	Donahue	WCCO-TV	8-9 a.m. M-F	Multimedia	8
	ST. LOUIS (14)				
1.	Family Feud PM	KMOX-TV	6:30-7 Th&F	Viacom	13
2.	Muppet Show	KMOX-TV	6:30-7 W	ITC	12
2.	Hee Haw	KTVI	6-7 Sa	Yongestreet	12
4.	M*A*S*H	KTVI	10:30-11 M-F	Fox	11
5.	Match Game	KMOX-TV	6:30-7 Sa	Victory	10
5.	M*A*S*H	KTVI	4:30-5 M-F	Fox	10
5.	$1.98 Beauty Show	KMOX-TV	6:30-7 M	Chuck Barris	10
8.	Hogan's Heroes	KPLR-TV	6:30-7 M-F	Viacom	9
8.	Hollywood Squares	KMOX-TV	6:30-7 Tu	Filmways	9
8.	Bowling for Dollars	KTVI	6:30-7 4 days	Claster	9
	MIAMI-FT. LAUDERDALE (15)				
1.	Tic Tac Dough	WCKT	7:30-8 M-F	Colbert	19
2.	Cross Wits	WTVJ	7-7:30 M-F	Metromedia	17
3.	Merv Griffin	WTVJ	4-5:30 M-F	Metromedia	16
4.	Lawrence Welk	WTVJ	7-8 Sa	Fedderson	15
5.	M*A*S*H	WTVJ	5:30-6 M-F	Fox	14
6.	All in the Family	WPLG	4-4:30 M-F	Viacom	11
7.	Muppet Show	WTVJ	7:30-8 F	ITC	10
7.	Donahue	WPLG	9-10 a.m. M-F	Multimedia	10
7.	Dance Fever	WTVJ	7:30-8 M	Fox	10
10.	Family Feud	WPLG	7-7:30 Sa	Viacom	9
10.	Match Game PM	WTVJ	7:30-8 Tu	Victory	9
	ATLANTA (16)				
1.	Hee Haw	WSB-TV	7-8 Sa	Yongestreet	16
2.	Tic Tac Dough	WXIA-TV	7:30-8 M-F	Colbert	15
3.	$1.98 Beauty	WAGA-TV	7:30-8 Sa	Chuck Barris	12
3.	Muppet Show	WAGA-TV	7-7:30 Sa	ITC	12
5.	PM Magazine	WAGA-TV	7:30-8 M-F	Group W	11
5.	Three's a Crowd	WSB-TV	7:30-8 M-F	Firestone	11
7.	Sanford & Son	WTBS	7-7:30 M-F	Tandem	10
8.	Mike Douglas	WAGA-TV	4:30-6 M-F	Group W	9
9.	Jim Rockford	WXIA-TV	5-6 M-F	MCA	8
9.	Starsky & Hutch	WSB-TV	4-5 M-F	Columbia	8
	SEATTLE (17)				
1.	M*A*S*H	KSTW-TV	7-7:30 M-F	Fox	16
1.	Lawrence Welk	KOMO-TV	7-8 Sa	Fedderson	16
3.	Muppet Show	KOMO-TV	7:30-8 Th	ITC	15
4.	Tic Tac Dough	KING-TV	7:30-8 M-F	Colbert	14
4.	Joker's Wild	KIRO-TV	7-7:30 M-F	Colbert	14
6.	PM Magazine	KIRO-TV	7:30-8 M-F	Group W	11
7.	Bob Newhart	KSTW-TV	7:30-8 M-F	Viacom	10
7.	All in the Family	KIRO-TV	6:30-7 M-F	Viacom	10
7.	Sha Na Na	KOMO-TV	7:30-8 Tu	Lexington	10
10.	Dream Merchants	KSTW-TV	8-10 Th&F	Operation Prime Time	9
	TAMPA-ST. PETERSBURG (18)				
1.	Cross Wits	WTVT	7:30-8 M-F	Metromedia	18
2.	Tic Tac Dough	WFLA-TV	7:30-8 M-F	Colbert	16
3.	Dance Fever	WTVT	7-7:30 Sa	Fox	14
4.	Newlywed Game	WFLA-TV	7-7:30 M-F	Worldvision	13
5.	M*A*S*H	WFLA-TV	5-5:30 M-F	Fox	12
5.	Merv Griffin	WTVT	4-5:30 M-F	Metromedia	12
7.	All in the Family	WFLA-TV	5-5:30 M-F	Viacom	11
8.	Carol Burnett & Friends	WTVT	5:30-6 M-F	Silverbach-Lazarus	10
9.	Nashville on the Road	WTOG-TV	9-9:30 Sa	ShowBiz	8
9.	Muppet Show	WTSP-TV	7:30-8 Tu	ITC	8
	BALTIMORE (19)				
1.	Evening Mag.	WJZ-TV	7:30-8 M-F	Group W	16
2.	M*A*S*H	WBAL-TV	5:30-6 M-F	Fox	13
2.	Joker's Wild	WMAR-TV	7:30-8 5 days	Colbert	13
2.	Guinness Game	WMAR-TV	7-7:30 Sa	Fox	13
5.	Muppet Show	WJZ-TV	7:30-8 Sa	ITC	11
5.	Donahue	WBAL-TV	9-10 a.m. M-F	Multimedia	11
5.	Tic Tac Dough	WMAR-TV	7-7:30 M-F	Colbert	11
8.	Good Times	WMAR-TV	4:30-5 M-F	Tandem	9
8.	All in the Family	WMAR-TV	5-5:30 M-F	Viacom	9
10.	Andy Griffith	WMAR-TV	5:30-6 Su	Viacom	8
10.	Family Feud	WBAL-TV	7:30-8 M&Th	Viacom	8
	INDIANAPOLIS (20)				
1.	PM Magazine	WISH-TV	6:30-7 M-F	Group W	16
2.	Lawrence Welk	WRTV	6-7 Sa	Fedderson	13
3.	Muppet Show	WTHZ	6-6:30 Sa	ITC	12
4.	M*A*S*H	WTHR	4:30-5 M-F	Fox	10
4.	Circus	WTHR	6:30-7 Sa	Glen-Warren	10
4.	Hee Haw	WISH-TV	6-7 Sa	Yongestreet	10
7.	Muppet Show	WTHR	6:30-7 Sa	ITC	9
8.	All in the Family	WTTV	6:30-7 M-F	Viacom	8
8.	Family Feud	WTHR	6:30-7 Tu&F	Viacom	8
10.	Pop Goes Country	WTTV	9-9:30 Sa	Show Biz	7
10.	Joker's Wild	WTTV	8-8:30 M-F	Colbert	7
10.	Sanford & Son	WTTV	5:30-6 M-Sa	Tandem	7
10.	Welcome Back, Kotter	WTTV	6-6:30 M-Sa	Warner	7
10.	Name That Tune	WTHR	6:30-7 Th	Sandy Frank	7
10.	Benny Hill	WRTV	10:45-11:15 4 days	Taffner	7
	DENVER (21)				
1.	M*A*S*H	KBTV	10:30-11 M-Su	Fox	18
2.	PM Magazine	KOA-TV	6:30-7 M-F	Group W	13
2.	Lawrence Welk	KBTV	6-7 Sa	Fedderson	13
4.	M*A*S*H	KBTV	5:30-6 Sa	Fox	11
4.	Tic Tac Dough	KBTV	6:30-7 M-F	Colbert	11
4.	Muppet Show	KMGH-TV	6:30-7 Sa	ITC	11
4.	Name That Tune	KBTV	5:30-6 Su	Sandy Frank	11
8.	Cross Wits	KOA-TV	6-6:30 M-F	Metromedia	10
8.	In Search Of	KOA-TV	5:30-6 Su	Bristol-Myers	10
10.	M*A*S*H	KBTV	4:30-5 M-F	Fox	9
	SACRAMENTO-STOCKTON (22)				
1.	Joker's Wild	KOVR	7:30-8 M-F	Colbert	17
2.	Wild Kingdom	KCRA-TV	6:30-7 Su	Bozell & Jacobs	15
2.	Match Game	KXTV	6:30-7 M-F	Victory	15
4.	Match Game PM	KXTV	7:30-8 Sa	Victory	13
4.	Tic Tac Dough	KOVR	7-7:30 M-F	Colbert	13
6.	Lawrence Welk	KCRA-TV	7-8 Sa	Fedderson	12
7.	In Search Of	KCRA-TV	7:30-8 Th	Bristol Myers	11
7.	Family Feud PM	KXTV	7-7:30 Sa	Viacom	11
7.	PM Magazine	KXTV	7-7:30 M-F	Group W	11
10.	Newlywed Game	KXTV	7-7:30 M-F	Worldvision	10
	PORTLAND, ORE. (23)				
1.	M*A*S*H	KOIN-TV	6:30-7 M-F	Fox	17
2.	Lawrence Welk	KATU	7-8 Sa	Fedderson	16
3.	Muppet Show	KATU	7:30-8 Tu	ITC	15
4.	Tic Tac Dough	KGW-TV	7-7:30 M-F	Colbert	13
5.	PM Magazine	KGW-TV	7:30-8 M-F	Group W	12
6.	Merv Griffin	KOIN-TV	7-8 M-F	Metromedia	11
6.	Happy Days Again	KPTV	7-7:30 M-F	Paramount	11
6.	Family Feud PM	KATU	7:30-8 W&F	Viacom	11
6.	Match Game PM	KATU	7:30-8 Th	Victory	11
10.	Wild Kingdom	KATU	7:30-8 M	Bozell & Jacobs	10
10.	Kung Fu	KPTV	6-7 M-F	Warner	10
10.	Joker's Wild	KGW-TV	6:30-7 M-F	Colbert	10
10.	Hank Williams	KPTV	6-8 Sa	Multimedia	10
10.	Cross Wits	KATU	7-7:30 M-F	Metromedia	10
	HARTFORD-NEW HAVEN (24)				
1.	PM Magazine	WFSB-TV	7:30-8 M-F	Group W	13
2.	Roots 5&6	WFSB-TV	4:30-6 Th&F	Warner	12
3.	M*A*S*H	WTNH-TV	5:30-6 M-F	Fox	11
4.	Family Feud	WTNH-TV	7:30-8 W&F	Viacom	10
4.	Muppet Show	WTNH-TV	7:30-8 M	ITC	10
6.	Name That Tune	WTNH-TV	7:30-8 Th	Sandy Frank	9
7.	All in the Family	WFSB-TV	5:30-6 M-F	Viacom	8
7.	Sha Na Na	WTNH-TV	7:30-8 Tu	Lexington	8
7.	Hee Haw	WVIT	7-8 Sa	Yongestreet	8
10.	Sanford & Son	WFSB-TV	5-5:30 M-F	Tandem	7
	SAN DIEGO (25)				
1.	PM Magazine	KFMB-TV	7:30-8 M-F	Group W	19
2.	Joker's Wild	KFMB-TV	7-7:30 M-F	Colbert	15
2.	Tic Tac Dough	KFMB-TV	6:30-7 M-F	Colbert	15
4.	Muppet Show	KFMB-TV	7-7:30 Sa	ITC	12
4.	Merv Griffin	KGTV	6:30-7 M-F	Metromedia	12
4.	M*A*S*H	KFMB-TV	4:30-5 M-F	Fox	12
4.	Lawrence Welk	KCST-TV	7-8 Sa	Fedderson	12
8.	In Search Of	KFMB-TV	7:30-8 Sa	Bristol-Myers	10
9.	Face the Music	KGTV	7:30-8 M-F	Sandy Frank	9
10.	Hollywood Squares	KFMP-TV	5:30-7 Sa&Su	Filmways	8
10.	Family Feud PM	KGTV	7:30-8 Sa	Viacom	8

Explanatory note

These syndicated show top tens for the top 25 markets are based on average designated market area household ratings as reported in the NSI sweeps books covering May 1 to 28. Ties are listed in order of total households reached.

The lists were compiled for Advertising Age by a broadcast research expert. If a show ran twice a day, it was considered twice for these rankings. Syndicated movies were not included. All times are local and p.m. unless marked a.m.

Advertising pages in July consumer publications

Current and July '79 pages for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Women's				
†§Bride's Magazine	344.6	302.5	1,156.4	987.2
§Cosmopolitan	154.5	159.4	1,356.6	1,336.0
Essence	73.0	71.0	542.0	477.0
§Family Circle	77.8	105.7	870.4	975.1
▲Family Health	25.1	35.3	181.4	191.6
§Good Housekeeping	147.5	129.8	1,094.1	1,082.1
Ladies' Home Journal	90.4	90.8	710.4	733.7
Lady's Circle	8.4	6.0	61.9	63.2
McCall's	85.1	96.1	691.2	752.9
○McCall's Working Mother	70.9	46.8	276.1	95.5
†Modern Bride	284.6	289.7	959.0	945.6
Ms.	45.7	33.7	295.5	276.7
○New Woman	36.3	44.6	147.9	173.5
§Parents Magazine	45.1	39.6	396.7	336.1
Playgirl	45.1	30.6	364.3	238.2
Redbook	100.6	116.8	745.8	855.1
Self	58.1	36.6	394.5	275.9
Seventeen	63.8	76.6	688.1	719.0
Soap Opera Digest	7.8	13.6	74.2	71.9
*Talk	18.3	16.6	111.1	86.3
*Teen Magazine	48.1	47.6	312.4	288.2
§True Story	47.0	48.9	339.8	382.1
§Woman's Day	102.7	103.9	859.5	872.5
The Workbasket	—	—	175.4	161.5
Working Woman	33.0	20.3	288.6	182.2
Total Group	2,013.5	1,963.5	13,093.3	12,559.1
General				
▲A.D. Magazine	10.6	8.4	105.0	83.9
After Dark	32.0	34.0	187.5	223.9
Air Progress	15.7	22.5	153.0	171.2
American Forests	10.3	9.8	100.4	96.0
§American Legion	20.5	20.8	185.9	185.2
Apartment Life	44.3	38.0	343.1	345.3
§▲Architectural Digest	83.9	84.8	766.5	621.3
§The Atlantic	27.2	21.7	226.7	220.0
○Audubon Magazine	22.4	21.9	122.9	129.2
§Blueboy	32.5	29.0	208.9	172.3
§Bon Appetit	43.0	40.8	460.4	378.5
Book Digest	25.8	33.0	207.8	290.3
A. Christian Herald	31.0	29.5	272.0	284.9
Christian Life	21.2	24.6	187.6	206.7
*Christianity Today	33.3	19.9	383.3	365.8
Complete Men's Group	22.7	23.0	174.5	166.9
Country Journal	39.8	37.2	320.7	313.7
Creative Computing	71.2	50.7	559.5	376.4
▲Cuisine Magazine	38.1	35.1	250.4	206.6
Ebony	79.1	84.7	613.0	609.9
A. Elks Magazine	19.0	35.4	160.1	190.9
§Esquire	25.0	36.8	265.5	208.0
50 Plus	26.8	17.5	248.7	177.6
Flying	44.8	53.4	406.4	370.9
○Games	22.0	24.1	92.9	67.4
§Gentlemen's Quarterly	—	—	530.5	439.7
Golf Digest	50.6	65.2	512.7	601.2
§Golf Magazine	42.1	50.5	531.6	542.6
Gourmet	34.1	31.8	379.6	364.7
§Harper's Magazine	25.6	20.0	231.3	232.8
○Hi-Fi/Stereo Buyer's Guide	19.7	26.2	88.2	107.0
*High Fidelity	43.7	75.7	400.2	477.6
Income Opportunities	33.4	32.2	309.0	291.7
Kiwanis Magazine	—	—	109.3	97.0
Let's Live	85.0	98.0	643.6	637.8
Life	34.0	34.0	381.3	315.6
Lion Magazine	—	—	29.0	110.8
Modern Photography	124.5	112.1	768.5	741.5
§Money	55.3	54.9	517.6	455.8
Moneysworth	15.4	17.6	129.7	152.7
Moody Monthly	32.2	33.2	321.7	354.2
○Moose Magazine	22.0	19.0	128.0	122.0
○Mother Earth News	64.0	43.3	246.7	173.1
○Museum	16.5	—	55.3	—
National Geographic	13.6	25.9	216.1	224.7
National Jewish Monthly	—	—	164.6	165.1
Natural History	24.9	—	287.8	259.3
○Next	18.7	—	76.0	—
Omni	35.8	33.4	330.8	203.7
§Oui Magazine	28.7	22.7	163.8	117.1
§Penthouse Magazine	61.9	64.3	491.5	486.8
Petersen's Photographic	40.7	44.2	305.6	348.5
Playbill	33.5	26.7	299.6	275.6
§Playboy	111.2	100.4	790.2	783.3
Popular Photography	134.8	153.7	990.0	1,122.6
Prevention	85.1	99.1	608.6	745.4
Prime Time	11.2	—	122.0	—
Psychology Today	58.2	52.9	412.0	419.1
A. ▲Quest '80	27.6	29.3	187.0	148.8
§Reader's Digest	76.1	67.5	720.3	825.0
Rotarian	8.2	22.4	162.8	147.6
††Saturday Evening Post	34.9	45.2	222.4	239.3
Scientific American	65.5	60.1	580.4	518.0
Signature	34.0	28.2	310.7	289.9
Smithsonian	54.3	40.5	536.4	442.7
Stereo Review	58.5	60.3	478.3	522.6
Success Unlimited	22.0	12.8	153.0	98.4
Tennis Magazine	63.9	71.8	468.8	465.9
Town & Country	60.3	34.6	615.5	496.0
Travel/Holiday	30.3	36.6	345.8	349.1
Travel & Leisure	42.3	55.9	583.6	551.7
VFW Magazine	15.6	14.5	199.8	174.2
Weight Watchers	21.1	20.0	143.6	139.2
World Tennis	48.5	33.8	356.6	295.4
Writer's Digest	19.2	18.5	144.1	133.8
Yankee Magazine	65.0	60.0	597.3	645.0
Total Group	2,946.4	2,885.7	25,183.9	24,107.7
Fashion & service				
Glamour	104.1	117.7	1,054.7	1,105.7
Harper's Bazaar	40.2	27.1	481.1	403.0
Mademoiselle	85.1	83.5	801.5	793.4
Vogue	78.8	94.3	1,106.0	1,070.2
▶"W"	18.9	21.6	355.9	326.5
Total Group	327.1	344.2	3,799.2	3,696.8
Arts & antiques				
American Artist	43.3	51.5	369.1	382.7
Antiques	101.9	106.6	1,016.8	912.3
Antiques World	—	—	60.2	315.5
○Art & Antiques	45.5	47.2	218.4	183.6
Art in America	—	—	570.8	344.6
▲Artnews	—	—	683.3	608.5
Total Group	190.7	205.3	2,918.6	2,747.2
Home				
§Better Homes & Gardens	101.9	113.8	898.6	939.6
○Colonial Homes	—	—	171.4	113.5
▲Decorating Showcase	—	—	142.9	81.8
▲Family Handyman	53.2	57.0	370.5	335.7
Flower & Garden	—	—	196.3	215.6
Homeowners How-to	17.7	22.0	96.9	93.3
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	41.4	37.8	329.9	238.5
Houston Home/Garden	100.8	105.3	743.7	731.9
Horticulture	26.2	20.3	205.0	230.7
House Beautiful	66.2	63.5	649.6	638.0
House & Garden	82.3	70.3	818.0	764.2
Hudson Home Magazine	45.8	50.0	307.5	345.7
Indianapolis at Home	36.4	55.0	371.0	463.5
Living:				
○Dallas	127.6	116.8	480.2	481.1
○Houston	98.6	124.0	396.4	483.0
○Denver	90.4	84.6	366.7	336.5
‡Austin	—	—	100.3	93.4
‡San Antonio	56.1	38.2	102.4	75.2
○Phoenix	—	—	113.1	96.9
○Tampa	—	—	91.6	12.6
††New Shelter	36.8	—	170.5	—
▲1001 Decorating Ideas	29.3	34.0	199.9	144.7
Organic Gardening	57.0	63.0	564.3	559.5
○Plants Alive	—	—	107.0	105.4
San Diego Home/Garden	59.8	—	366.6	—
Southern Living	95.1	116.9	874.5	935.3
§Sunset Magazine	120.3	101.9	934.4	976.8
▲Texas Homes	118.0	103.6	471.0	329.1
○Workbench	49.4	49.7	239.4	232.1
Total Group	1,510.3	1,427.7	10,879.6	10,053.6
In-flight				
#Aboard Group	432.0	342.0	1,200.0	1,058.0
Air California	54.5	61.0	395.8	403.8
American Way	60.2	60.5	467.2	418.2
Clipper	56.1	—	317.6	—
East/West Network:				
Eastern Review	51.3	77.6	539.0	570.8
Continental Extra	54.0	65.4	485.5	489.0
Hughes Airwest Sundancer	64.5	72.0	536.2	562.2
Ozark Flightime	40.7	52.7	386.2	422.6
PSA Magazine	88.1	101.7	760.2	780.1
Texas International/-The Texas Flyer	50.2	56.8	425.4	399.2
United Mainliner	73.5	110.7	666.2	606.2
Halsey Publications:				
Braniff's Flying Colors	37.7	34.3	263.2	225.0
Delta Sky	38.2	36.0	300.0	323.8
○Pace	64.0	40.0	123.5	93.0
Scene	39.8	—	212.7	—
Southwest Airlines	60.1	56.8	444.5	341.1
○Spirit of Aloha	25.4	20.7	107.6	71.5
USAir	51.1	—	278.7	—
Webb Publications:				
○Frontier	42.0	35.2	168.4	149.7
Passages	30.0	23.8	197.2	182.7
TWA Ambassador	43.3	57.3	370.0	340.7
Total Group	1,456.7	1,304.5	8,645.1	7,437.6
Metropolitan				
○Aloha	17.8	9.0	81.3	30.3
Atlanta	62.1	74.3	521.7	513.2
Baltimore	61.9	60.4	502.3	434.9
◇Bay Views	34.5	40.3	241.3	238.1
Birmingham	27.5	28.0	175.8	204.8
Boston	115.0	106.4	746.4	643.0
Broward Life	39.6	40.2	343.4	334.7
Brown's Guide to Georgia	58.0	53.6	323.4	299.6
Central Florida Scene	17.0	24.7	111.5	117.9
○Charlotte	—	—	152.7	133.4
Chicago	90.8	90.1	962.2	984.7
▲Chicago's North Shore	70.7	43.5	315.9	166.9
Cincinnati	66.0	46.1	444.3	370.3
Cleveland	67.7	73.8	496.6	575.0
Columbus Monthly	94.8	102.5	572.7	567.6
Commonwealth	12.0	12.2	103.0	124.9
Connecticut	66.0	64.8	460.4	520.7
D/Magazine, Dallas/-Fort Worth	103.2	87.0	730.8	703.5
Delaware Today	31.7	25.2	231.5	208.7
Denver	40.5	24.0	239.3	192.6
Denver Monthly	23.3	26.8	168.2	169.3
Monthly Detroit	88.8	28.4	355.7	260.6
Exclusively Yours Wisconsin	60.3	70.3	484.6	552.8
Gold Coast of Florida/-Indian River Life	88.0	80.0	819.4	763.5
Grand Rapids	38.6	21.1	237.7	165.8
Honolulu	64.2	73.0	490.8	512.7
Houston Cit,	37.7	37.4	251.6	263.3
Indianapolis	30.0	26.1	273.2	202.9
Kansas City	33.0	34.0	231.8	231.3
Lansing	29.0	29.0	225.6	152.0
Los Angeles	161.5	170.0	1,264.3	1,335.5
Madison	36.4	30.5	256.4	182.6
Mesa	23.5	31.5	348.4	—
Miami	49.3	38.8	420.9	347.4
Mpls./St. Paul	60.3	49.3	471.3	327.6
Nashville!	48.6	52.6	362.1	367.1
New Jersey Monthly	45.3	54.6	482.8	432.6
New Mexico	39.3	24.5	181.4	127.4
New Orleans	49.8	47.4	322.4	346.0
Ohio	21.3	27.2	161.7	253.5
Omaha	25.7	29.8	179.3	157.6
Palm Beach Life	24.8	27.1	414.4	326.8
Palm Springs Life	53.7	49.0	854.2	756.2
Philadelphia	110.3	117.8	882.4	941.3
Phoenix	64.9	62.3	690.8	598.2
Pittsburgh	39.7	40.0	308.6	356.0
Pittsburgher	33.7	22.7	271.6	192.9
SA, The Magazine of San Antonio	29.7	44.0	271.2	213.0
Sacramento	35.5	35.5	186.1	248.6
St. Louis	78.0	91.0	582.0	664.0
San Diego	116.3	153.7	976.8	1,057.9
San Francisco	44.5	44.7	415.1	361.7
San Francisco Focus	30.3	25.3	234.2	154.0
††Sarasota Town & County	24.0	37.0	217.0	166.0
†Shenandoah Valley	—	—	108.6	—
Spokane	40.2	32.5	243.3	230.0
Tampa Bay Life	65.4	—	—	—
Texas Monthly	93.3	86.4	774.1	708.0
Twin Cities	54.3	14.7	243.9	125.6
Washington Dossier	39.0	34.7	301.0	289.7
The Washingtonian	82.0	108.4	770.5	850.3
Westchester	65.5	39.0	323.9	293.0
Westchester Illustrated	40.0	36.9	298.2	256.3
Wichitan	39.0	48.5	310.5	368.7
Total Group	3,334.8	3,139.6	25,426.5	23,854.3
Movie-romance-radio-tv				
○Complete Women's Group	—	—	72.3	84.7
Ideal Women's Group:				
Daytime Stars	29.2	27.2	172.2	173.3
Intimate Story	30.3	28.3	195.9	205.8
Personal Romances	30.3	28.3	196.0	205.8
Soap Opera Stars	12.0	—	12.0	—
KMR Women's Group:				
Real Romances	8.5	11.2	66.0	99.4
Real Story	8.5	11.2	66.0	99.4
○Teen Bag	5.9	10.2	32.6	52.1
Macfadden's Women's Group:				
Modern Romances	28.1	32.9	201.2	250.3
Secrets	28.1	33.5	201.2	249.3
True Confessions	29.9	32.9	206.5	248.7
True Experience	28.1	32.9	201.2	248.3
True Love	28.1	32.9	201.2	249.3
True Romance	28.1	32.9	201.2	248.3
Sterling Women's Group:				
Daytime TV	30.5	32.0	218.0	225.9
Modern Love	—	27.3	90.4	211.6
Modern Screen	32.5	32.0	224.8	225.9
○Movie Mirror	32.5	32.0	127.7	128.7
Photo Screen	—	—	64.5	97.2
Real Confessions	28.6	27.3	152.3	211.6
TV Movie Screen	32.5	32.0	127.7	129.8
TV Picture Life	—	—	97.1	97.2
Total Group	451.7	497.0	3,128.0	3,742.6
Youth				
Boys' Life	26.7	19.4	157.4	154.2
Campus Life	27.3	20.6	222.3	193.2
††Scholastic Magazines	—	—	154.9	194.9
Total Group	54.0	40.0	534.6	542.3
Mechanics & science				
○Elementary Electronics	26.9	30.7	100.9	135.6
§Mechanix Illustrated	58.9	58.9	564.0	611.0
Popular Electronics	49.3	47.7	409.9	386.4
Popular Mechanics	79.5	85.5	825.8	836.1
§Popular Science	64.8	61.0	639.5	626.8
Total Group	279.4	283.8	2,540.1	2,595.9
Boating & yachting				
Boating	85.9	88.5	874.3	857.2
Chesapeake Bay	25.8	26.0	210.0	197.8
Cruising World	118.5	127.5	793.5	741.6
Motor Boating & Sailing	90.5	87.8	918.9	946.5
§Sail	94.9	103.7	940.0	986.1
§Sea	79.1	75.9	702.8	662.3
Trailer Boats	21.5	23.8	202.9	201.3
Yachting	143.3	143.5	1,250.9	1,358.0
Total Group	659.5	676.7	5,893.3	5,950.6
Automotive & recreational vehicles				
Car & Driver	79.3	76.9	573.6	528.5
Car Collector & Car Classics	18.9	23.7	161.1	190.2
Car Craft	62.9	72.3	302.4	471.8
Choppers	—	—	82.0	72.3
○Custom Bike	—	17.5	66.9	164.5
○Custom Rider	22.5	—	88.0	—

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A.July/Aug. combined. Issue in 1979. B.Preprinted inserts included. C.First issue April 1980. D.May 1979 was bi-weekly.

(Continued on Page 76)

Advertising pages in July consumer publications

(Continued from Page 75)

	Pages July 1980	July 1979	Jan.-July 1980	Jan.-July 1979
Cycle	70.3	66.7	727.7	780.3
Cycle Guide	51.5	38.2	346.8	434.6
Cycle World	61.4	48.7	615.3	644.7
Dirt Bike	24.0	15.8	191.6	183.1
Dune Buggies & Hot Vw's	41.4	35.2	276.4	260.2
Family Motor Coaching	57.9	83.0	437.6	612.3
4 Wheel & Offroad	41.5	36.0	203.4	208.5
Four Wheeler	41.6	46.0	232.9	307.2
Hot Rod	49.4	59.6	396.5	416.4
Motocross Action	28.7	28.3	225.7	182.5
Motorcyclist	36.6	20.3	337.5	360.9
Motor Trend	39.6	35.0	330.1	331.7
††Motorhome Life	42.0	74.3	303.2	422.6
Pickup, Van & 4 WD	49.3	61.5	312.4	411.9
Road & Track	98.6	105.9	717.2	630.3
Touring Bike	—	—	72.9	85.8
Trailer Life	77.8	140.0	647.0	939.3
Woodall's Trailer & RV Travel Magazine	28.5	73.7	583.0	282.9
Total Group	1,023.7	1,158.6	6,233.2	6,922.5
Outdoor & sport				
Alaska	37.5	36.3	296.0	308.5
○The American Handgunner	40.3	29.6	141.1	100.2
American Hunter	10.2	9.1	112.0	46.1
American Rifleman	28.8	28.9	187.6	203.9
○Archery World	—	—	130.0	123.0
○Backpacker	—	—	150.3	—
§Bass Master	50.0	48.4	317.3	298.5
††Bicycling	58.9	42.3	348.4	282.7
▼Camping Journal	15.6	19.5	153.7	194.7
Field & Stream	55.1	62.3	613.1	640.3
Fins and Feathers	14.5	18.3	239.5	219.1
○Fishing World	26.6	23.6	143.1	149.5
Florida Sportsman	43.0	50.2	467.9	475.2
††Fly Fisherman	—	30.8	309.4	292.3
Fur-Fish-Game	18.7	18.3	160.6	162.9
Guns	31.8	31.1	186.2	221.4
Guns & Ammo	46.5	43.6	313.4	316.3
Horseman	30.6	24.5	239.7	224.1
C.Inside Sports	19.5	—	110.5	—
Outdoor Life	49.0	60.1	518.7	603.3
Petersen's Hunting	29.3	24.8	149.7	172.1
The Runner	30.2	30.0	213.0	223.1
Runner's World	42.7	58.7	29.0	403.0
Salt Water Sportsman	42.3	33.2	407.4	451.2
Shooting Times	37.6	44.2	238.2	270.1
SkateBoarder	18.3	34.3	125.5	285.6
††§‡Ski	—	—	195.2	171.4
††Skiing	—	—	210.9	177.0
Skin Diver	47.9	75.7	401.7	458.1
Soccer Corner	13.0	3.5	71.5	11.5
††Southern Outdoors	46.0	44.4	177.3	174.6
§Sport	38.2	35.1	301.7	276.6
Sports Afield	59.5	67.9	636.8	562.0
▼Spray	53.0	45.2	284.9	234.6
#Swim Swim	13.0	6.2	36.7	16.2
Western Outdoors	25.6	23.8	212.7	257.8
Total Group	1,073.2	1,103.9	9,091.7	9,004.5
Comics				
○Archie Comic Group	—	—	30.0	30.0
DC Comics	11.5	12.0	79.8	81.5
Harvey Comics Group	8.0	8.0	56.0	56.0
Marvel Comics Group	12.0	13.0	87.5	86.5
Total Group	31.5	33.0	253.3	254.0
Newspaper magazines I				
§Family Weekly	47.9	79.4	558.5	598.4
Parade	42.6	66.9	462.9	531.1
Total Group	90.5	146.3	1,021.4	1,129.5
Canadian national weekend magazines				
B. Perspectives	19.3	20.7	262.0	235.0
§Today	22.5	20.3	274.4	256.0
Total Group	41.8	41.0	536.4	491.6
Canadian				
L'Actualite	24.0	31.0	294.5	293.7
Chatelaine:				
§English Edition	53.5	52.8	533.5	497.9
French Edition	40.6	41.3	461.6	422.3
§Financial Post Magazine	—	—	252.7	211.6
▲§Flare	—	—	328.2	286.3
▲§Homemaker's Magazine:				
English Edition	91.0	69.1	537.5	470.6
French Edition	55.7	52.7	384.8	378.0
**§Macleans	48.2	57.7	517.1	517.0
▼§Quest Magazine	—	—	182.3	163.7
§Reader's Digest:				
Canada-English	45.7	51.9	571.4	590.9
Canada-French	34.0	39.9	498.2	525.3
Total	79.7	91.8	1,069.6	1,116.2
▲Saturday Night	—	—	146.1	173.2
▲Toronto Life	64.3	54.0	660.3	591.8
Total Group	457.0	450.4	5,368.2	5,122.3
Canadian (previous month)				
§Time-Canada	120.0	112.1	680.8	712.4

June pages

	Pages June 1980	June 1979	Jan.-June 1980	Jan.-June 1979
Business				
Atlanta Business Chronicle	46.2	21.2	176.3	80.7
Barron's	205.9	143.6	1,157.4	956.3
Black Enterprise	125.0	146.5	316.8	317.0
The Business Review of Washington	48.0	51.0	303.0	200.8
§Business Week	461.8	458.9	2,527.3	2,380.1
California Business	58.9	21.1	304.2	161.4
Corporate Report	64.7	58.5	443.6	364.3
Crain's Chicago Business	84.8	37.7	368.0	212.0
Dun's Review	82.6	76.3	532.5	481.4
☆Financial World	82.9	80.1	480.2	461.7
Florida Trend	59.0	51.4	351.8	344.2
▶Forbes	186.0	163.0	1,323.1	1,268.6
▶§Fortune	257.7	216.5	1,252.4	1,080.7
Houston Business Journal	146.5	119.7	743.7	721.7
§Inc. Magazine	62.4	52.6	382.9	150.4
▶§Industry Week	166.9	210.0	922.0	1,035.1
§Nation's Business	55.2	40.4	251.5	274.7
*New England Business	75.2	70.3	306.2	277.7
▶§Northern Ohio Business Journal	33.5	24.8	207.7	144.8
Outlook	34.2	49.2	214.4	221.0
Texas Business	44.4	37.8	217.0	238.6
Total Group	2,361.4	2,130.6	12,782.0	9,373.2
Newspaper magazines II				
Boston Globe	146.3	121.2	833.5	812.6
Chicago Tribune	123.1	157.3	686.3	819.2
*Cleveland Plain Dealer	145.7	158.6	861.4	951.8
Detroit News	166.8	193.5	859.6	978.0
§Los Angeles Times Home Magazine	114.5	145.9	731.8	832.3
New York News	80.8	94.9	676.6	718.1
New York Times Magazine	284.1	283.6	1,996.2	1,913.3
Philadelphia Inquirer	84.5	106.7	480.6	543.7
Washington Post Magazine	117.0	116.1	772.0	652.0
Washington Star, Home/Life Magazine	55.4	74.3	366.9	365.1
Total Group	1,318.2	1,452.1	8,266.9	8,586.1
Weeklies, bi-weeklies, semi-monthlies				
§Army Times Military Group:				
Air Force Times	157.0	141.4	927.7	915.1
Army Times	155.1	137.8	925.0	893.2
Navy Times	176.3	148.5	1,009.8	960.8
The Times Magazine	31.1	66.1	131.5	150.1
The Blood Horse	241.9	232.7	2,092.3	1,909.8
Circus	14.5	21.0	98.3	167.5
Commonweal	6.6	4.8	76.5	44.3
Golf World	75.0	72.1	429.4	387.1
§Grit	26.1	32.2	217.7	240.7
National Review	25.0	39.0	91.0	113.0
New West	148.1	149.6	838.9	643.9
New York Magazine	57.2	51.8	1,068.0	1,079.9
New Yorker	309.5	259.7	1,923.4	1,797.5
§Newsweek	274.0	270.6	1,571.2	1,628.8
People	327.5	303.2	1,701.0	1,660.2
Rolling Stone	83.6	107.5	478.9	546.9
D.▶§Saturday Review	32.2	65.6	268.2	313.6
Sporting News	57.5	70.5	299.3	351.5
§Sports Illustrated	240.2	205.2	1,340.7	1,275.2
§Time	227.9	217.3	1,414.9	1,429.3
§TV Guide	209.8	252.2	1,870.6	1,858.0
▶Us Magazine	50.7	56.0	262.3	309.4
§U.S. News & World Report	175.3	138.3	1,012.7	943.8
Total Group	3,102.1	3,043.1	19,840.3	19,619.6
Foreign				
Buenhogar:				
Ecuador	5.7	12.0	39.7	49.0
Chile	2.0	1.0	18.5	4.7
Mexico	69.3	67.2	304.0	322.8
Puerto Rico	27.7	20.3	135.3	109.0
Venezuela	44.3	39.3	210.2	223.2
Colombia	60.0	69.8	273.5	286.2
Peru	18.2	20.8	85.2	65.5
Central America	9.8	17.0	43.7	78.2
U.S.	5.8	10.3	40.3	51.7
Dominican Republic	12.2	27.0	83.8	155.2
Fascinacion:				
Mexico	7.8	9.5	42.8	45.7
Puerto Rico	2.7	2.0	8.7	8.3
Venezuela	8.3	9.0	31.2	58.3
Colombia	10.0	4.0	40.8	21.8
Central America	—	—	—	0.3
Geomundo:				
Chile	7.0	4.0	34.0	17.0
Mexico	21.5	14.5	84.7	44.7
Ecuador	7.0	9.5	31.0	27.0
Puerto Rico	8.5	10.5	37.5	46.0
Venezuela	17.0	17.3	68.5	60.3
Colombia	14.0	22.8	69.5	70.3
Peru	11.0	7.5	42.0	25.0
Central America	7.0	9.8	35.0	29.3
Hombre De Mundo:				
Dominican Republic	3.0	—	29.0	—
Mexico	28.5	27.2	113.2	88.0
Chile	5.0	3.0	30.7	13.0
Puerto Rico	12.3	50.2	69.2	102.5
Ecuador	6.0	6.0	25.0	18.5
Venezuela	18.3	18.8	84.0	61.0
Colombia	20.8	26.8	73.0	75.7
Peru	11.0	3.0	24.0	3.0
Central America	8.0	7.0	36.8	27.5
Ideas Para Su Hogar:				
Dominican Republic	1.5	—	9.2	—
Mexico	18.2	11.5	65.0	35.2
Chile	—	—	5.0	—
Puerto Rico	4.7	1.8	14.3	15.0
Ecuador	0.5	—	0.7	2.0
Venezuela	25.2	16.8	82.3	63.8
Colombia	29.2	21.7	105.7	68.7
Peru	16.0	2.5	36.2	5.0
Central America	1.5	0.5	2.0	3.0
Intimidades				
Mexico	7.2	3.5	22.2	33.5
Puerto Rico	4.0	4.0	21.0	11.0
Venezuela	10.0	10.0	55.0	56.0
Colombia	3.0	—	21.0	3.0
Central America	1.0	—	10.0	3.0
Mecanica Popular:				
Caribbean	44.5	35.8	209.0	212.7
Mexico	28.3	18.0	149.2	108.2
Argentine	8.3	3.3	38.3	23.0
The Ring en Espanol:				
Mexico	3.0	3.2	14.8	4.8
Puerto Rico	3.0	4.0	16.0	4.2
Venezuela	1.0	4.0	7.5	22.7
Colombia	0.5	2.0	1.5	2.7
Central America	—	—	—	2.2
U.S.	5.0	5.0	17.0	4.2
Vanidades Continental:				
Dominican Republic	14.7	29.8	136.8	185.3
Mexico	125.3	113.7	603.3	599.3
Chile	6.8	2.0	63.3	25.2
Puerto Rico	38.5	49.8	281.0	273.7
Venezuela	72.0	55.0	377.2	301.3
Colombia	82.8	96.3	374.2	370.7
Peru	27.5	21.3	135.8	106.0
Central America	32.0	30.0	150.5	136.0
Ecuador	20.5	10.8	85.5	88.3
U.S.	32.8	30.7	164.7	160.2
Cosmopolitan Foreign Editions:				
Australia	59.5	55.4	352.7	298.1
Brazil	46.0	38.0	204.0	144.0
France	102.0	107.0	488.0	435.0
Great Britain	172.0	149.0	724.0	698.0
Greece	22.0	—	121.0	—
Italy	82.0	44.0	299.0	192.0
Japan	62.0	—	62.0	—
Cosmopolitan en Espanol:				
Central America	9.5	10.2	42.5	39.3
Colombia	23.7	34.5	127.0	124.7
Ecuador	1.7	5.0	16.8	12.0
Mexico	64.5	66.8	325.2	306.8
Puerto Rico	25.5	31.5	191.7	156.0
U.S. (Spanish Language)	11.7	17.3	75.2	94.0
Venezuela	33.8	33.2	158.0	150.8
Peru	18.0	—	18.0	—
International Communications:				
African Business	25.2	19.6	185.7	137.7
The Middle East	44.1	48.9	203.4	318.8
New African	42.7	51.7	187.3	229.2
Al-Iktissad Al-Arabi	11.8	12.8	83.4	107.7
International Herald Tribune	112.3	102.5	543.6	557.3
International Management:				
Africa	21.7	26.5	111.7	110.3
Europe	42.7	61.2	233.7	239.1
Latin America	19.3	34.8	105.3	126.5
Middle East	29.0	32.0	149.3	186.2
Pacific	19.7	23.5	98.7	104.0
§Newsweek International:				
Atlantic	100.7	104.6	493.4	583.1
Latin America	36.2	29.7	180.3	171.0
Pacific	85.7	85.6	435.8	451.3
††Progreso	20.3	23.3	82.4	97.2
§Reader's Digest:				
Arabic	11.0	13.5	65.5	99.0
*Asian	226.0	231.5	1,304.0	1,198.5
Australian	90.5	70.2	433.3	310.7
Belgian-Flemish	94.0	86.8	512.0	543.9
Belgian-French	83.5	81.5	466.0	521.8
British	69.5	84.6	424.3	494.1
*Chinese	121.5	104.0	719.5	604.0
Danish	38.0	32.2	268.3	238.8
Dutch	74.5	62.3	366.4	324.0
Finnish	56.5	50.5	317.3	380.3
French	109.6	84.2	442.0	467.8
German	75.2	79.3	458.9	475.5
Iberian	55.0	49.3	256.4	229.6
Indian	110.5	71.0	552.9	476.0
Italian	78.0	54.0	417.5	356.0
Japanese	62.9	44.5	310.8	312.0
Korean	21.5	12.0	112.0	91.0
Latin America:				
Argentine	32.0	52.0	199.0	272.0
Brazil	33.9	11.9	79.2	66.7
Central America	22.5	21.5	103.0	110.5
Chile	37.5	16.5	172.5	128.0
Colombia	53.0	48.5	220.0	257.5
Ecuador	15.0	23.0	74.5	91.5
Mexico	49.3	43.6	239.3	196.4
Peru	5.0	5.0	40.0	40.5
Puerto Rico	12.5	13.5	61.0	78.5
U.P.B.	18.5	26.0	130.5	185.5
U.S. Spanish	17.0	18.0	91.0	89.5
Venezuela	26.5	21.5	129.5	122.5
Portugal	39.8	41.5	234.9	244.3
New Zealand	70.5	58.4	393.7	258.6
Norwegian	52.5	43.5	256.2	277.6
South African	102.5	67.5	384.5	388.5
Swedish	21.5	31.3	140.0	196.7
Swiss-French	30.0	37.0	190.0	191.0
Swiss-German	39.0	48.0	261.0	278.0
Canada-English	89.6	68.9	524.5	537.3
Canada-French	61.4	59.0	460.2	482.5
Total	2,207.2	1,967.5	11,811.6	11,616.6
Time International:				
Time-Asia	110.3	76.7	527.8	510.0
Time-Atlantic	118.7	105.5	642.1	687.5
Time-Latin America	86.6	62.3	372.3	370.8
Time-South Pacific	173.6	124.9	794.3	702.6
**Visao	116.7	70.0	548.2	493.0
▶§Vision/Latin America	70.9	40.6	247.8	201.4
Total Group	5,386.5	4,830.2	26,783.2	25,790.5

media people

Symington rejoining 'Us'

NEW YORK—Garey T. Symington has rejoined *Us*, the magazine he left in 1978.

Mr. Symington, most recently ad vp at Parade Publications, has been named senior vp-ad director at *Us*, a new post. John Fitzpatrick, publisher of the Macfadden Women's Group, who had been handling ad sales for *Us* since Peter Callahan acquired the biweekly from The New York Times Co. earlier this year (AA, March 10), returns to his Macfadden duties with the arrival of Mr. Symington.

Mr. Callahan said he also has entered into an agreement whereby Warner communications can, over a 12-year period, acquire up to 50% of the magazine once Warner is called upon to advance cash to the biweekly. Warner's subsidiary, Warner Publishers Service, distributes *Us*. Mr. Callahan said that the *Us* cash flow is satisfactory at this time, and Warner has not been asked to underwrite any of its efforts. He envisioned a time when *Us*, seeking to expand and perhaps increase its frequency, would call on Warner for financing.

At the present time, the new *Us* owner says, the magazine has already moved from red to black ink. Mr. Callahan said his paid ad page count for 1980 through July 22 is 299, up from 295 a year earlier. He said a $300,000 trade campaign handled by Catania-Mackie Advertising will break soon, and *Us* will undergo a graphic design revamp supervised by David Merrill, former *Time* art director, who is now a graphic consultant.

The new *Us* owner said the magazine is again raising its circulation rate base to 1,000,000 from 900,000 without any increase in ad rates.

Mr. Symington, former director-national advertising at *Time*, left Time Inc. in 1976 to become ad director of the then-fledgling *Us* magazine. He left the biweekly in 1978. At *Parade*, his successor is James Martise (AA, May 23).

Other people moving:

Jerry Brown to western regional manager, Chicago, for Metropolitan Sunday Newspapers, from manager, Detroit office. He succeeds **Ed Howard,** who retired. Also at Metropolitan's Chicago office: **Donald W. Barrus** to sales manager from sales staff.

James L. Turner to associate publisher, Atlantic edition of *Newsweek*, a new post, from publisher of the Los Angeles edition of *Adweek*. Also, **Stephen Douglas** to research director, a new post, from media research manager.

Michael B. Klein to copy supervisor, marketing division of Knapp Communications Corp., publishers of *Architectural Digest* and *Bon Appetit*, from copywriter, Young & Rubicam, Los Angeles. He succeeds **Sue Fisher,** who left.

Joe B. McAdams, exec vp-general manager, *Chicago Sun-Times*, to new post of corporate vp-publications for parent Field Enterprises. He is succeeded by **Thomas Tallarico,** vp-finance and assistant gm.

Jack Sweeney to ad director of the *Houston Chronicle* from the same post at the *Boston Herald American*, succeeding **Vern Zastrow,** now classified ad director. **Robert E. Lange,** Herald American national ad director, will succeed Mr. Sweeney.

George F. Cominsky to publisher, *Design Engineering & Industrial Product Bulletin*, New York, from regional manager, *Contractor*, another Morgan-Grampian publication in Chicago. He succeeds **Paul Beatty,** who left.

Larry Steckler to publisher, *Radio Electronics*, New York, continuing as editor. Mr. Steckler succeeds **M. Harvey Gernsback** who continues as president of Gernsback Publications.

Jeremy Halbreich to vp-marketing, *Dallas Morning News*, from marketing-promotion director and assistant to the exec vp. Also

J. Halbreich

H. Stanley

at the *News*: **Harry M. Stanley Jr.** to vp-advertising from display advertising director; **Larry Kramer,** assistant display advertising director, to assistant to vp of advertising; **Dick Jeffrey,** pr director, to assistant to exec vp and **Duff Daniels** of pr staff to pr manager.

Andrew Stanton to advertising director-North America, *International Herald Tribune*, New York office, from associate advertising manager. He succeeds **John J. Quigley**, who left. Also at the *Herald Tribune*: **Arthur B. Whitcomb** to associate advertising director-North America, from associate general manager, Dearmas Publications, and **Matthew Greene** to regional advertising manager, from sales staff, Media Networks.

Louise Cupelli to publisher, *Accent Magazine*, Radnor, Pa., from co-publisher of the Chilton monthly. **Charles M. Bond** relinquishes co-publisher status but continues as publishing vp of the Chilton merchandising group.

Bill McGorry to publisher, *Mart*, New York, from director of sales, succeeding **William J. Adams,** who continues to direct Morgan-Grampian Publications publishing operations in Pittsfield, Mass.

Brian C. Thayer to assistant general manager, a new title, Jackson Newspapers, New Haven, Conn. (*Journal-Courier* and *New Haven Register*), from publisher, *Biddeford* (Me.) *Journal-Tribune*.

Arthur Johnson to editor and vp-marketing, a new title, Inquirer Newspaper Group, Hartford, Conn. **William R. Hales,** ING editor/publisher, continues as publisher. Mr. Johnson formerly was director of human relations for the city of Hartford.

Alma C. Moore to Redbook Publishing Co., New York, as director of marketing communications, a new post, from vp-director of communications, Penthouse International Ltd.

P. Robert Farley to senior vp, Magazine Publishers Assn., New York, from vp circulation. He succeeds **Robert C. Gardner,** who left the MPA to join Decisions Publications.

Douglas W. Florenzie to circulation director, *The New Yorker*, from circulation manager. He succeeds **Frank Ogden,** who is retiring from the magazine.

Martin Goldstein to national sales manager, Hearst Corp. auto accessory publications, a new post, from national sales-marketing manager, Coronet Parts Mfg. Co.

Cigar sales sag, and no letup in sight

By JOHN C. MAXWELL JR.

For almost two decades sales of large cigars have been declining—and at present the industry sees no sign that consumption will bottom in the near future.

In the past some observers suggested that the industry could bottom out around the 4 billion unit level; but this is where volume is currently, and there has been no diminution of the downward trend. In fact, even on a dollar basis all three areas of the cigar industry show declines or no growth.

The only over-all area of some expansion continues to be premium cigars (defined as those retailing for 50 cents and above), which probably account for 3% to 4% of industry unit volume and 16% to 18% of dollar volume.

Last year witnessed the failure of Flite, Consolidated Cigar's test of a mild and low-aroma type product. Flite was launched in answer to market studies indicating that there might be some consumer acceptance of this type of cigar.

▪ Consolidated's Dutch Treats and to a lesser extent General Cigar's William Penn were the only two major brands to show any 1979 growth. Particularly in the case of Dutch Treats, several factors have accounted for this. Consolidated has made successful line extensions, the latest being Pipe Aroma in 1979. The brand has also enjoyed a price advantage of 2 cents to 3 cents per package over Winchester, and even larger amounts over such products as A&C and Omega. Note also that Dutch Treats are 100 mgs, while Winchester is 85mgs.

There also is a feeling that the spread between the price of cigarets and little cigars, particularly in cases where a state has high cigaret taxes and no cigar taxes, might be beneficial. #

Mr. Maxwell is with Lehman Brothers Kuhn Loeb, New York.

LARGE CIGARS

(Millions of units)

	% of 1979 market		% of 1978 market	
	Units	Pct.	Units	Pct.
Consolidated Cigar				
Muriel	422	9.9%	463	9.9%
Dutch Masters	362	8.5	388	8.3
El Producto	234	5.5	271	5.8
Cigarlet & Big Sur	—	—	—	—
Others	102	2.4	102	2.2
Total	1,120	26.3	1,224	26.2
John H. Swisher & Sons				
King Edward	800	18.8	845	18.1
Others	150	3.5	165	3.5
Total	950	22.3	1,010	21.6
General Cigar				
White Owl	302	7.1	318	6.8
Robert Burns	191	4.5	215	4.6
Tijuana Smalls	98	2.3	98	2.1
William Penn	165	3.9	156	3.3
Corina	—	—	—	
Others	59	1.3	70	1.5
Total	815	19.1	857	18.3
American Cigar				
Roi-Tan	115	2.7	143	3.1
Antonio y Cleopatra	172	4.0	202	4.3
La Corona	17	0.4	19	0.4
Others	6	0.2	6	0.1
Total	310	7.3	370	7.9
Bayuk Cigars				
Phillies	205	4.8	207	4.4
Garcia y Vega	108	2.6	116	2.5
Others	1	—	1	—
Total	314	7.4	324	6.9
Havatampa	170	4.0	190	4.1
Lorillard				
Erik Filter Natural	81	1.9	87	1.9
Erik Filter Menthol	40	0.9	44	0.9
Erik Filter Cherry	24	0.6	27	0.6
Total	145	3.4	158	3.4
U.S. Tobacco (House of Windsor)	80	1.9	92	2.0
M&N Cigar Manufacturers				
Cuesta-Rey	68	1.6	66	1.4
Rigoletto	29	0.7	27	0.6
Total	97	2.3	93	2.0
Universal Cigar				
Optimo	68	1.6	72	1.5
Corral Wodiska y Ca	32	0.7	33	0.7
Others	164	3.7	250	5.4
Total	4,265	100%	4,673	100.0%

LITTLE CIGARS

(Millions of units)

	% of 1979 market		% of 1978 market	
	Units	Pct.	Units	Pct.
Reynolds				
Winchester	976.5	67.8%	1,002.3	64.4%
Consolidated				
Dutch Treats	283.7	19.7	248.5	16.0
Lorillard				
Omega Natural 85s	21.6	1.5	26.0	1.7
Omega Natural 100s	41.2	2.9	45.7	2.9
Cherry 100s	7.6	0.5	9.9	0.6
Menthol 100s	6.2	0.4	7.7	0.5
Total Omega	76.6	5.3	89.3	5.7
Between the Acts (80mm)	52.9	3.7	58.7	3.8
Madison (80mm)	35.5	2.5	40.9	2.6
Total	165.0	11.5	188.9	12.1
American Cigar				
Roi-Tan (85mm and 100mm-F)	32.3	2.2	46.0	3.0
Antonio y Cleopatra (100mm-F)	36.0	2.5	55.0	3.5
Deringer	10.2	0.7	14.4	0.9
Others	1.6	0.1	1.0	0.1
Total	80.1	5.5	116.4	7.5
Total	1,440.8	100.0%	1,556.1	100.0%

CIGAR INDUSTRY SALES

	1979 Units Mil.	Pct.	1979 Dollars Mil.	Pct.	1978 Units Mil.	Pct.	1978 Dollars Mil.	Pct.
Large	2,771	49%	$ 529	80%	3,038	49%	$ 537	80%
Small	1,494	26	102	15	1,635	26	109	16
Little	1,441	25	30	5	1,558	25	30	4
Total	5,706	100%	$ 661	100%	6,231	100%	$ 676	100%

Banks pace newspaper ad spending rate again

NEW YORK—For the second month in a row, the banks and trust companies category posted the highest growth rate for newspaper advertising dollar spending, according to the May Flash Report prepared for ADVERTISING AGE by Media Records.

Banks and trust companies showed gains of 89% for May, 1980, compared with the same month a year ago. The increase is attributed to the flurry of advertising being undertaken by banks as they try to keep current customers and attract new ones in the midst of the nation's economic pinch.

Of the 16 categories monitored for AA by Media Records Inc., only three were down in May ad volume in the 15 cities whose newspapers are measured. The categories showing downturns were auto supply and service shops, department stores and public service utilities.

Department stores, though down 0.9%, maintained its position as the highest spending category. It was followed in the top five dollar rankings by furniture and furnishings, general merchandise stores, amusement and food stores.

In addition to the banks and trust companies category, percentage gains of 15% or better were registered by building materials and hardware, eating and drinking places and real estate. #

FLASH REPORT: Newspaper advertising investment for May

Source: Media Records Inc.

MAY—1980 CATEGORIES	YEAR	IN MILLIONS 5 10 15 20 25 30 35 40 45 50 55	DOLLARS 1980	DOLLARS 1979	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980		$15,981,810	$14,882,938	+1,098,872	+ 7.0
	1979					
Apparel & accessories	1980		9,617,369	9,408,802	+ 208,861	+ 2.2
	1979					
Auto supply, service shops	1980		5,568,991	6,193,682	– 625,091	–10.1
	1979					
Building contractors	1980		1,630,205	1,525,793	+ 104,412	+ 6.8
	1979					
Building matls, hardware	1980		8,102,017	6,397,186	+1,704,831	+26.6
	1979					
Department stores	1980		47,948,242	48,385,816	– 436,574	– 0.9
	1979					
Drug stores	1980		4,509,573	4,383,389	+ 126,184	+ 2.9
	1979					
Eating & drinking places	1980		3,533,929	2,924,117	+ 608,812	+20.9
	1979					
Food stores	1980		15,803,327	15,649,700	+ 153,624	+ 1.0
	1979					
Furniture & furnishings	1980		25,986,970	23,476,210	+2,509,760	+10.7
	1979					
General mdse stores	1980		22,976,451	22,899,874	+ 76,577	+ 0.3
	1979					
Real estate	1980		7,747,473	6,481,099	+1,266,374	+19.9
	1979					
Shoe stores	1980		1,521,730	1,477,969	+ 43,761	+ 3.0
	1979					
Sptg & leisure time equipment	1980		3,470,057	3,068,701	+ 401,306	+13.1
	1979					
Public service utilities	1980		1,239,289	1,367,589	– 128,300	– 9.2
	1979					
Banks & trust companies	1980		5,033,217	2,662,530	+2,370,687	+89.0
	1979					

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Time feels 2nd quarter softness

NEW YORK—Time Inc. reports that its magazines "began feeling some recession-related softness" late in the second quarter.

In addition, startup costs for *Discover* magazine, set for a September debut, further held down net income at Time Inc., which reported second-quarter earnings of $40,700,000 on revenues of $699,700,000. Second-quarter '79 results showed net income of $42,300,000 on revenues of $629,600,000. Thus, while revenues increased 11% in the '80 second quarter, income declined 3.8%.

For the first half, Time Inc. reported earnings almost even with year-ago results, the '80 net coming to $68,961,000 and the '79 net at $68,948,000. Revenues were $1.363 billion in January to June, 1980, up nearly 17% from $1.165 billion in '79.

• Chairman Andrew Heiskell and president James R. Shepley noted the recession's impact on late-second-quarter results, cited *Discover's* startup expense and added that the company's paper making operations also began seeing signs of weakness in their markets. "Moreover," Mr. Heiskell said, "in June we had to curtail production at our east Texas paper mill beyond the normal maintenance downtime in order to make scheduled capital improvements." Book publishing suffered from a "profit squeeze" throughout the first half, the two added, and building materials also continued to decline. The bright spots at Time Inc., they said, proved to be gains by the video group—led by cable tv and pay cable. #

Hecht signs 1st client

Information and Analysis Inc., New York, the new management consultancy formed by former Arbitron TV exec vp Norm Hecht, has inked its first client, Post-Newsweek Television, which includes four owned stations and Top Market Television.

Stanville heads AWRT

The 1980-81 president of American Women in Radio and Television is Martha Pell Stanville, director of advertising and promotion, WCCO-TV, Minneapolis. Installed as president-elect last month was Muriel Kennedy, president/owner of MMK Associates, Watertown, N.Y. Jeri Warrick-Crisman, director, national community affairs, National Broadcasting Co., was elected secretary/treasurer. AWRT represents more than 2,800 professionals in broadcasting and allied fields.

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